

The REPORTER

of Direct Mail Advertising

JUNE 1952

How To Launch A Campaign . . . See Page 20



Here are some of the pieces of the syndicated campaign designed for Gilman Brothers, Inc. by the Walkley Agency. . . both of Boston. Upper left is an inside spread of portfolio shown lower right, (9½ x 13, yellow, red, and white on black). Mailing pieces all two colors, well designed, eye-catching.

Hamilton Papers at work

HAMILTON TEXT AND COVER PAPERS are designed to make a beautiful background for the finest promotional and direct-mail advertising literature.



Here, against a background of the great new Hamilton Text and Cover Sample Book, are five printed specimens of Hamilton Andorra as used by other designers and printers . . . an annual report, the program of the presentation of "Oscars" by the Academy of Motion Picture Arts and Sciences, a program of yachting races, a dining-car menu, and a package insert for a clinical item. These are just suggestions picked at random from the vast variety of folders, booklets, brochures, portfolios and the like which gain in impact and beauty when printed on Hamilton Andorra Text and Cover.

HAMILTON PAPERS



W. C. Hamilton & Sons, Miquon, Pa.
Philadelphia's Famous Paper Makers
Offices in New York, Chicago, Los Angeles

The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

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THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

□ **ACETYSALICYLIC ACID** cannot be manufactured fast enough to meet the steadily increasing demand. Production during February of 1952 totaled 1,072,978 pounds reports the May issue of Oil, Paint and Drug Reporter. Frank Wertheim of Abbeon Supply Co., 179-15 Jamaica Ave., Jamaica, New York thinks that part of this unusual demand for aspirin is due to the frantic efforts of direct mail people to beat or counteract the increased postage rates looming on the July 1st horizon.



□ **SPEAKING OF STATISTICS** . . . the only person (so far as we know) who has used the DMAA direct mail dollar volume figures as the basis of a letter is Mary Ellen Clancy of 250 Park Ave., New York 17, N. Y. She reprinted the comparative monthly figures for 1950 and 1951 (from The Reporter) . . . to put across the point that direct mail is a husky baby now and growing great guns. A 14.9% increase in one year.



□ **ANOTHER STATISTIC USER** is the Bureau of Advertising of the American Newspaper Publishers Association. While in Raleigh last month we saw full page syndicated ad prepared by Bureau and run in The Raleigh Times (probably duplicated across the country). Fig-



ures are based on estimates which are slightly in dispute. Even though ad is competitively slanted . . . direct mail at least gets the break of getting second listing.



□ **THE DIRECT MAIL DOLLAR VOLUME** for first four months of 1952 was \$393,289,240 — a gain of about 11½% over same period last year. The volume for April 1952 was \$97,849,353. — a gain of better than 11% over April 1951.



□ **DIRECT MAIL** will remain in the official name of the DMAA. Members voted overwhelmingly against changing the terminology to Direct Advertising . . . according to recent Association bulletin. Seems to be logical . . . because "Direct Mail" has finally won recognition in all listings of media.

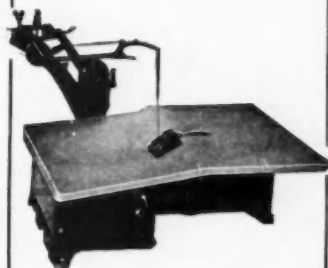


□ **A MUSICAL MOVING** announcement was dreamed up by Kerker-Peterson & Associates (advertising services) of Minneapolis, to spotlight their change of address from the National Building to the Victor Carlson Building. Front of 4 page, 8½"x11" folder looked like an old-time flamboyant musical score, titled, "We're Headin' South, Down Where the Rutabagas Grow." Inside verse and piano arrangement, "Lively, with Gusto." Last page explained advantages of southern Minneapolis location. Good planning and execution.



□ **GADGET REPORT.** Miniature plastic footballs which play favorite college songs are manufactured by the Patent Button Company, Knoxville, Tennessee. The durable surface, molded of American Cyanamid Company's beetle plastic, is grained like a real football and laces are painted in school colors. Swiss music movement plays one of 25 available col-

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAX-MAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost. Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A

**NATIONAL
BUNDLE TYER COMPANY**

Blissfield,
Michigan

FOR MAILING

large envelopes
samples
direct advertising
house organs
and other duplicate mailings

**you can't beat
DUPLISTICKERS!**

Write today for your sample package of Duplistickers... see how they will save you time and money on mailings.

EUREKA SPECIALTY PRINTING CO.
558 Electric Street • Scranton 9, Penna.

DUPLISTICKERS are made
only by Eureka

Write for your copy of our new 1952 Envelope and "Mail-vertising" catalog—it is a compendium of useful knowledge on "Envelopitis." It tells you how to use envelopes—the right envelope for a specific purpose. Pages 4 and 5 will best indicate how we can both save and make money for you, thru your use of our products and facilities.

DIRECT MAIL ENVELOPE CO., INC.
13 West 20th Street, New York 11, N. Y.
WAikins 4-0500

**HOW TO WIN NEW MAIL
ORDER CUSTOMERS IN
VOLUME FROM**

**550 M Farmer
Mail Order Buyers**

All have bought farm equipment or supplies past 2 years. Huge middle west coverage. Conscientious service. Excellent results. One-time rental addressing.

Write today for Free Bulletin R-6 on how to get New Business by mail in volume from the Farm field.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

lege, high school and military tunes. Should be good for alumni fund-raising campaigns.



□ THE ART DIRECTORS' CLUB of Nashville, Tennessee recently issued an attractive 8 page, 11"x8½" two color booklet to publicize and explain the services of its members. Photograph of each is reproduced... with short description. Very well done. Copies can be obtained from Walter Moore, Jr., Secretary, N.A.D.C., 810 Broad Street, Nashville 2, Tenn.



□ A NEW ENLARGED EDITION (the fourth) of "Restrictions on Transportation of Letters" is available from Supt. of Documents, U.S. Printing Office, Washington 25, D.C. Price is 10c. This is a compilation of "The Private Express Statutes" with interpretations by the Office of the Solicitor of the Post Office Department. Very few people understand how the Post Office happened to get an absolute monopoly on the transportation of "first class" matter. Some people violate the law (and are subject to penalties of fines and imprisonment) without knowing a violation has been committed. This booklet attempts to make the whole matter clear... by explaining the provisions which in some cases predate the Federal Constitution. If you ship correspondence files, for example... or manuscripts, or contemplate assembling letters or invoices of different companies in one envelope, or stuff messages in mailing receptacles, you may be on illegal grounds. Better get and read this pamphlet... so you'll be an expert.



□ WATCH YOUR LIST. Old advice but still needed. K. W. Weeks of The Walton Company, Box 5, Elmwood Branch, Hartford 10, Conn. sent us exhibits of mail received from a prominent industrial advertiser. On one day, he received four identical pieces addressed to a location from which the company had moved four years ago. The next day two more identical pieces arrived, with same incorrect address. To his letter, advising the offending mailer of the unnecessary wastage, he added a P.S.—"What will tomorrow bring?" Maybe increased postage rates will turn out to be a blessing in disguise. Clean up your mailing lists. Cut out all duplications and dead wood. Your postage and printing bills will probably be less... not more.



□ BREVITY is eye-catching when well handled. We liked the form letter mailed by Jim Minick, manager of the Grace V. Strahm Letter Co., 301 Graphic Arts' Bldg., Kansas City 6, Mo.

Processed on attractive green and brown letterhead, which adequately describes "Who-Where-What." First paragraph reads: "There is absolutely no use taking a whole page to get around to saying what we have to tell you, so we'll just skip down"... then a brown diagonal line to first word of last paragraph at bottom of page... "to here and say... for the best in multigraphed letters, mimeographing, multigraphing, addressing, or any lettershop service, just call us." Then the signature. That's all. Incidentally, we were shocked to hear that our old friend Grace Strahm had passed away more than a year ago. Found it out belatedly when we called the manager of the T.W.A. Columbus, Ohio office, trying to get a reservation. Manager turned out to be Grace's son, Paul. His mother was one of the first in the struggling early days of the lettershop business. Started back in 1913. Highly respected wherever direct mail people gathered.



□ COLUMBIA UNIVERSITY is now granting a Liberal Arts college-level degree in the Graphic Arts field. People taking new course can receive more than one half of the total credits required for a college degree in such subjects as printing, typography, book binding, book production, etc. A new booklet describes the project and the possibility of establishing a permanent Graphic Arts Center. You can get a copy by writing to Thomas Roy Jones, American Type Founders, Inc., 200 Elmora Ave., Elizabeth B. New Jersey, or Dr. Carl M. White, the Director of Libraries at Columbia University, New York, N. Y.



□ FOR AN UNUSUAL BOOKLET write to Bart Hydorn, Advertising Director, Fortune, Rockefeller Center, New York 20, N.Y. Title, "How to read Fortune in bed." The 6½"x8½", 56 page booklet was designed by Fortune's Art Director, Leo Lionni and it is sure different. It's a fast running story with only three or four lines of type on each page. Continuity continues from page to page. Each page is set in entirely different display type. A footnote at bottom of each page specifies the face and point size used. The selection of face attempts to indicate spirit or tone of the copy. A bang-up promotion job.



□ WE ARE HEARING from a lot of house magazine editors these days. Many impressive case histories. Seems to be an increased interest in this direct mail format. And some of the most successful are not in the spectacular or expensive category. Charles Pfeiffer of Clayton Manufacturing Company, El

WHAT IS A "STOPPER," DADDY?

PRINTER JONES: Well, son. I'll show you. Here are two catalogs. Which one do you want to read?

JONES, JR.: The one with the pretty cover!

PRINTER JONES: Right! This catalog looks exciting! Makes you want to read it. That's what a "stopper" is.

Even a child can understand it. It's as simple as ABC. The mailing piece that gets readership and results is the one that *looks* interesting . . . and important.

Show your customers how bright, durable Hammermill Cover adds the vital spark and long life that keep their sales messages working for months

after they send them out. They'll repay you in good will and repeat business.

You'll find Hammermill Cover easy to sell because it's backed by the "Hammermill" name, known and accepted by tens of thousands of printing buyers. **Send the coupon for the up-to-date sample book.**

**HAMMERMILL
COVER**

BY THE MAKERS OF HAMMERMILL BOND

Hammermill Paper Company
1621 East Lake Road, Erie 6, Pennsylvania

Please send me—**FREE**—the up-to-date sample book of Hammermill Cover.

Name _____

Position _____

(Please attach to, or write on, your business letterhead) T R 3511



America does business on Nekoosa Bond



**You sign letters and
fill out office forms with
ink. So why not specify
the paper that never
"feathers" your writing?
Nekoosa Bond: better to
work with and to work on.**



Nekoosa BOND
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER CO., PORT EDWARDS, WIS.

Monte, California sent us a collection of his twelve year old monthly 6" x 9", four page "Dynamometer." Printed newspaper tabloid style in one color. (Starting January this year, masthead printed in red. Otherwise format has not changed.) Has grown from a 2,500 start to 13,000 for the April 1952 issue. All records prove it has been a powerful business builder.



□ **ODD SIZED ENVELOPES** are often a headache. To obtain, that is. Just learned that there is one concern which specializes in them. You can even get a wall chart which shows what odd sizes and in what paper grades are available. Write to Murray A. Cunitz, President, Huxley Envelope and Paper Corp., 295 Lafayette St., New York 12, N.Y. and ask for one of the charts.



□ **CORDIAL CONTACTS** are being used effectively by Harry Porter of Harris-Seybold Company, 4510 East 71st St., Cleveland 5, Ohio. He has a special list of important contacts throughout the world. Mostly people he can call by their first names. Every once in a while, he sends them a cheerful dearless letter, commenting on this and that. All are produced by automatic typewriters; signed by Harry personally (sometimes with a handwritten P.S.) In his April letter, he voiced a regret that "the voice of the tax collector across the land can be so disastrous to the famed American sense of humor and optimism." As an antidote, he enclosed a 138 page, bound book entitled "Even As You and I" by Roger Stephen. The book is a knock-out. A humorous, illustrated five part series of reflections for all secretaries and their dictators. Behind and between the humor there's a lot of sense. Secretaries and their bosses all over the country are laughing over this little book. And that's the purpose of Harry's letter . . . to make folks feel good.



□ **DO DOCTORS READ** direct mail? Charles Penn, Sales Promotion Manager of A. E. Borden Co., Inc., 176 Brookline Ave., Boston 15, Mass. says they do. He mailed reprint of a clever cartoon from Boston paper about air conditioning to 2,000 doctors . . . with a stimulating handwritten memo attached, kidding about cartoon but not asking for a reply. A week later he mailed a filled-in form letter to same list describing advantages to doctors of Fedders dehumidifiers. A return card asked representative to call. Within next week . . . 8% of the doctors had replied. Has anyone in mail order tried this stunt of a preliminary non-selling humorous approach . . . followed by a selling letter? It might work on selective lists.

□ **SAVING CLERICAL TIME** is an important subject these days. Time saving ideas for handling letters are popping up. Arthur Dobbs, Ever Ready Label Corp., 357 Cortland St., Belleville 9, New Jersey, inspired by our item in The Reporter, has made up an attractive "marginal reply" label. Can be attached to incoming letters on which you want to reply by hand or typewriter. Label courtesy explains reasons why. Write Arthur for samples. Jim Ford tells us about a stunt being used by the Garland Company, Cleveland 5, Ohio, to help district managers or salesmen who do not have stenographers. Company sends a carbon copy with each letter, which is typed with wide margin. Field man puts carbon sheet between, writes with pencil his answers in margin. Sends original back and keeps carbon copy for record. Pass your ideas along . . . for saving time with letters.



□ **A MASTER CHART** . . . showing successful techniques for writing better letters has been designed by Theodore Handelman, 509 Fifth Avenue, New York 17, N.Y. We tried to get permission to reproduce this copyrighted material in The Reporter . . . but Ted tells us he can't do it right now because it will be included in a new manual on letters. But he says he will send a complimentary copy to Reporter readers . . . first come, first served, as long as extra supply of charts last. Worth having.



□ **DAMMIT!** This is a special note to a couple of our friends in the magazine and directory publishing business. Don't you fellows know that you rub your prospects the wrong way when you try to sell your space by comparing its "economical cost" with the "expensiveness" of direct mail? You should see the letters we get criticizing your knocking efforts. And, of course, it is always emphasized that you use direct mail to knock direct mail. As one critic put it: "I could stand outside of the Waldorf-Astoria with a sign advertising a 25¢ a night flop house. It would cost a lot less to sleep there—but would that in itself be a true comparison of what the guests would get for their money?" Sell your wares on their own merits. Don't make irritating and ridiculous comparisons.



□ **A NEW PROCESS** for direct image offset plates has been developed by Standard Rate & Data Service, Evanston, Illinois. Write to President C. Laury Bothof for complete details. Impressions from type or illustration are transferred on an ordinary proof press from type to a thin sheet of treated aluminum. Sheet is then mechanically

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smoothed or debossed. Instantly ready for offset press. Sounds like a headache saver.



□ **HURRAH!** Remember . . . a few months ago we reported that someone in St. Louis was returning unsigned Permit Business Reply Cards with a rubber stamp imprint, urging mailers to send all mail first class to get Post Office out of the red? Evidence was turned over to Postal Inspectors, including complete names of people in St. Louis area who were on original lists. Latest report from P.O. Department . . . the culprit was caught. "Appropriate action has been taken." We know name of outfit . . . but no reason to reveal it now. After a tough session with hard-boiled postal inspectors . . . the punishment is probably sufficient. We urge all readers to report promptly all illegal use of Business Reply Envelopes and Post Cards. The P. O. Department definitely wants to clean up any misuse. Action was sure fast in this case.



□ **NEGATIVE SELLING** rubs folks the wrong way. Clark Stout, Sales Manager of the Stone Straw Corporation, 900 Franklin Street, N.E., Washington 17, D.C. complains about a trade paper currently approaching prospects with a letter starting "You surprised me" . . . and then painting the prospect as a horrible example of non-conformity because he does not take display and directory space like all the other "successful" people. Bad selling. Also causing continuing complaints . . . the efforts of some trade publications to get paid for editorial material. One such company recently asked for detailed editorial information and then blatantly asked for permission to charge a specified amount for "reproduction charges." Nuts!



□ **ANOTHER IRRITATION.** An irate subscriber sent us a window envelope piece mailed 3rd class by White Shield Program, 10th Floor, Jefferson Bldg., 1015 Chestnut Street, Philadelphia 7, Pa. At left of window in simulated handwriting was printed "Here is the information you requested". The recipient of the piece had not requested any information. He thinks the technique is deceptive. We agree.



□ **TALK ABOUT IRRITATION:** Jim Stewart, who used to help us edit The Reporter and who is now Ad Manager of J. T. Baker Chemical Company, Phillipsburg, New Jersey, sent us a high pressure but sophomoric letter received from a trade magazine. He defied his old boss to dope out from the letter

NEW for mimeograph users



Long Run **ORANGE ALL-PURPOSE STENCIL** with or without film-topping

NEW—dual-purpose Type-Black cushion sheet provides (1) high contrast black copy for real typing visibility plus (2) automatic proof copy for immediate checking. It's the first truly efficient two-sided cushion sheet.

NEW—easy corrections without burnishing.

For use with all makes of suitable stencil duplicating products.

For mechanical Photo-Offset negatives—Filter-matched orange color assures crisp, sharp mechanical negatives for photo-offset reproduction.



A·B·DICK

THE FIRST NAME IN DUPLICATING

Mail Coupon for **FREE** Samples and information



A. B. DICK COMPANY, Dept. R-652
5700 Touhy Avenue
Chicago 31, Illinois

☐ with film-topping

☐ without film-topping

Name _____

Organization _____

Address _____

City _____

Zone _____ State _____



□ **SYLVANIA** Electric Products always manages to get excitement into its announcement of new dealer campaigns. Ad Manager E. W. Gutelius recently released the 1952 dealer - help campaign with well - designed explanatory sales building kits. Last year well over 600 electrical contractors joined a similar program and the mailings arranged by them reached over 100,000 prospects and customers six times through six separate mailings.

what type of magazine or readership was offered. We give up! What's the use of using direct mail unless you make your purpose and offer crystal clear.

□ **SIGNS OF GETTING OLD.** When we get press releases like the one announcing that Robert W. Raymond is now a director of Dickie-Raymond, Inc. of Boston and New York, or when we hear that Leonard Graves' son (Memphis, Tenn.) was the successful understudy of the lead in the "King and I" and is now going great guns on radio and television. Seems like we were around when the cigars were passed out by happy fathers. The successful sons and daughters at DMAA Conventions are inspiring.

□ **PORNOGRAPHIC** mailing pieces are getting more prevalent in spite of efforts of Postal Inspectors. Two outfits in California are operating blatantly. One offers, with lurid description, all sorts of nudes—either stills or motion pictures. Another describes in intimate details unexpurgated versions of the world's "best" pornographic literature. An outfit in St. Louis takes the cake for lowdown methods. A 13 year old boy received a form letter describing and offering a product which would cause him longer sexual gratification. His father was furious. And rightly so. This prize promotion goes to the postal inspectors.

□ **VISITED THE NEW PLANT** of a neighbor recently. National Photo Reproductions moved from New York to a specially designed plant at New Hyde Park, New York. Fabulous . . . the new automatic equipment for developing and finishing the films of amateur photographers from all over the map. Business conducted entirely by mail. On a commercial basis, glossy prints can be supplied in lots of 1,000 or more (2-3/4"x3-3/4") for as low as 1¢ each.

□ **A FRAUD ORDER** was issued by the Post Office Department on April 29th against the Classified Publishing Corporation, (Publishers Classified Business Directory) of New York. They were the folks who sent you those things which looked like legitimate invoices. About time. But what about all the others springing up around the country? How about a blanket fraud order?

□ **UNORDERED MERCHANDISE** is still being sent as a gimmick by Charity Organizations in spite of all the negative publicity. The Gold Star Wives Service Foundation of Chicago (see December 1951 Reporter, page 31) has evidently given up their wallet promotion. Now using a metal key chain tag with the Lord's Prayer on it. (Special request card urges Catholics to get special tag prepared for them). Taking the cake

for stuffing an envelope to capacity is the National Kids' Day Foundation, 1765 N. Gower Street, Hollywood 28, California. Using Mrs. Bob Hope and Jimmy Fidler as the celebrity fronts. Envelopes contained usual sales letter urging payment for an unordered personally individualized "23 carat gold" fountain pen. Also included . . . instructions for using pen; a die-cut coin card for making remittances; an order form for making additional purchases; a folder with "a word from Bing Crosby" . . . urging remittances; a coded return envelope with 3¢ envelope affixed. Strange how prominent people will allow their names to be used for such dubious and irritating stunts. The Post Office surely will not give this pen-selling effort an exemption from increased rates.

□ **ERWIN DI CYAN, PH. D.**, Director, Di Cyan & Brown, Consulting Chemists, 12 East 41st Street, New York 17, N.Y. has one of the most peculiar signatures we've ever seen. Nearly un-readable . . . and looks like it is lettered with a brush. (Thank fortune his competent secretary types the name under the signature). Out of curiosity, we asked Dr. Di Cyan how he handled the signing of his letters. The mystery was solved. For sentimental reasons, he uses the first fountain pen he ever owned. From years of writing, the point has been worn to a brushlike thickness.

□ **NEW HOUSE MAGAZINES** are popping up frequently. Greetings this month go to Diuretic Review, a report of research; clinical procedures; new drugs and current trends in cardiorenal therapy. To be published monthly by Lakeside Laboratories, Inc., Milwaukee 1, Wisconsin.

□ **A STUNT** which actually dramatized the product was used by the Gustin-Bacon Manufacturing Co., Kansas City, Missouri, manufacturers of Ultralite glass fiber insulation. To put across sales pitch that "Ultralite will jump to serve" the customer's insulation needs . . . a folded sample was packed in a 3 1/2"x3 1/2"x1 1/2" mailing box. When lid is removed . . . insulation jumps out into opener's lap. A miniature reply card (for requesting more information) was packed in the box along with an explanatory cartoon-type piece. Clever selling.

□ **A NEW POSTMASTER** for the largest Post Office in the world. After many years of service . . . Albert Goldman retired on May 1st from his desk at 8th Avenue & 33rd Street in New

York City. The new acting Postmaster (until confirmed) is George M. Braglini.



□ DMAA is now conducting its search for best direct mail campaigns of year. If you want to enter your campaign in annual competition . . . write to DMAA headquarters, 17 East 42nd Street, New York 17, N.Y. for rules and entry blanks.



□ AN ADVERTISING INSTITUTE was staged by Long Island (N.Y.) Real Estate Board on Thursday, May 22nd. Seems to be a wonderful idea for business groups. Wonder how many similar meetings are being held? This reporter represented "professional direct mail" on a seven man panel covering in rapid-fire, hardboiled fashion all forms of advertising for local realtors. Bull session developed one of best case histories I've ever heard. Clinton B. Snyder, President, C. B. Snyder Realty Company, 61 Newark Street, Hoboken, New Jersey told how he keeps his 80 man sales force busy with a half million mailing pieces a year . . . a constant flood of reminder and informative shots to selected lists . . . most of it produced in their own duplicating, addressing and mailing set-up. May have a complete story on it later.



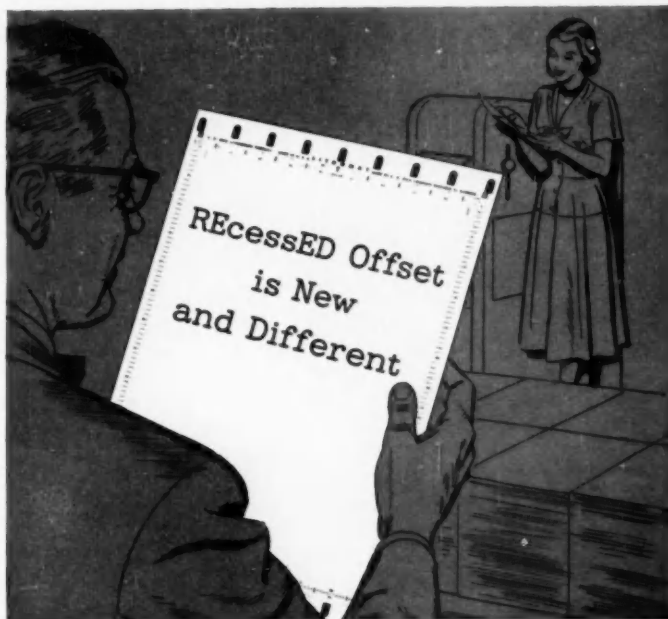
□ MODERN FURNITURE is being sold by mail very effectively by Ethel Brostrom and Louise Sloane, Design Exclusives, RFD 1, Sandy Hook, Connecticut. Write to them for attractive catalogue.



□ A TRANSPARENT PLASTIC SHEET can be used to create an eye-catching form letter . . . by running white blocks behind the copy of letter. Illustrations on accompanying sheet can show thru unprinted sections. Write to the Crystal Transparent Corporation, 136 West 21st Street, New York 11, N. Y. for outstanding samples of the process. Actual samples describe it much more clearly than words.



□ "HOW TO DESIGN A LETTER-HEAD" is title of new worth-having portfolio issued by the Parsons Paper Company, P. O. Box 309, Holyoke, Massachusetts. Prepared by designer Lester Beall. Includes functional examples. It's good to see the fine-paper manufacturing companies focusing more and more attention on the improvement of letterheads. Rising Paper Company of Housatonic, Massachusetts is issuing a series of sample portfolios "New Letterheads Of The Month". Plenty of ideas.



MODERN offset is REcessED offset

Users of offset duplicators have found REcessED offset with A. B. Dick lithograph paper plates and masters different in four important ways.

- ONE — longer runs with sharp definition.
- TWO — easier corrections.
- THREE—more successful filing. That means greater fidelity in re-runs, ease in adding copy, changing copy and deleting copy.
- FOUR—marked superiority in resistance to finger prints.

*For more information without obligation,
mail the coupon below.*



A. B. DICK
THE FIRST NAME IN DUPLICATING

A. B. DICK COMPANY, Dept. R 652
5700 Touhy Avenue, Chicago 31, Illinois

Send me information about REcessED Offset.

NAME _____ POSITION _____

ORGANIZATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

for fastest Low-Cost addressing



makes from
**2 to 8 copies
with one typing**

**No Machines, No Stencils,
No Attachments
Use any typewriter!**

Write for FREE sample

Penny Label Co.
9 Murray St.
New York 7, N. Y.
Please send me
FREE sample of
your TIME & LABOR
saving "CARBO-
SNAP" addressing
labels.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____



**DIRECT MAIL COMBINE - VELOPES
ORDER-VELOPES - COMBINE-FORMS
WRITE FOR SAMPLES**

THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

BOOKLETS That Beckon!

Distinctive literature with that compe-
hensive appeal that impels, tells—sells.
Request Fitzjohn book—on you, I, he.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Genuine GLOSSY PHOTO PRINTS

Perfect for ADVERTISING,
PUBLICITY, PROMOTION!

Many Leading Agencies &
Advertisers Use Our Service!

	per 100	per 300	1000 or more
2 1/2 x 3 1/2	2c ea.	1 1/2c ea.	1c ea.
3 1/2 x 4 1/2	2 1/2c ea.	2c ea.	1 1/2c ea.
4 x 5	3c ea.	2 1/2c ea.	2c ea.

Every detail and highlight of your product faithfully produced in our life-like prints! All prints made with white border on full size, graduation variable contrast enlarging paper by a new method—using latest high production equipment! 1 Wash Service! Copy Negative from Your Photo only 75c. Enclose Check with Order. Plus 10% for Handling, Shipping.

NATIONAL PHOTO REPRODUCTIONS
New York, N. Y.

☐ **THE WORD "FREE"** must not be used by the Book-of-the-Month Club to describe its dividend offers to new members... according to a ruling issued by the Federal Trade Commission on May 16th. The decision by Chairman James Mead with its analysis of "false advertising claims" will probably stir up endless arguments for months to come. Book-of-the-Month plans to contest the order in Court actions.



☐ **BIGGEST PRESS BOOK** we've ever seen was handed to reporters on Monday, May 12th at dedication of new medical research laboratories of Sharp & Dohme, Inc., West Point, Pa. Weighed 1 1/2 pounds. Pocket type portfolio contained 21 separate, multiple-page press releases; a souvenir booklet; a folder of pictures available, with explanatory captions. A monumental job of preparation.



☐ **RALPH C. COXHEAD CORPORATION**, 720 Frelinghuysen Avenue, Newark 5, New Jersey has announced that its international sales force will market "The Headliner"... a simple photo-



composing machine for headlines. Was described in April Reporter (page 45). Type fonts are on changeable plastic disks. Headlines can be set (photographically) on strips which can be pasted above body copy. Sounds like a logical combination. With the Vari-Typer and the Headliner... copy for bulletins, house magazines, etc., can be office composed in "cold-type". That is... without any actual type composition.



☐ **SPEAKING OF MOVING** (as we did on page 24) direct mail folks all over seem to be outgrowing their old locations. Roy Rylander Company, for most of its 25 years in the Lees Bldg. at 19 South Wells St., Chicago, moved the end of April to larger quarters at 216 West Jackson. Goes Lithographing Co., Inc. recently moved into their new building at 6320 S. Harvard Ave., Chicago.

☐ **A YOUNG STUDENT**, according to Knoxville (Tenn.) News-Sentinel, was worried because he couldn't get more returns on a questionnaire to business people for information to be used in a sociological research study. He offered a free chance on a turkey to all those responding. Got 18.8% returns. The Post Office Department frowns on any form of lottery, but ruled this case was not a lottery since it was solely for information, not profit.



☐ **TIP TO Arthur Martin Karl**, Jim Mosely, etc... in case you didn't see it, The New Yorker Magazine kidded you in the following incidental intelligence item in a recent issue: "The Associated Third Class Mail Users, a Washington, D. C., organization whose letterhead reads, "Representing the Interests of Third Class Mail in the Capital and Across the Nation," sends its bulletins by first-class mail.



☐ **FIRST DIRECT MAIL AD?** Walker Nettleton, manager of Nettleton Industrial Museum, Guilford, Conn. tells us that in a search of more than 5000 publications, dated prior to 1900... the only advertisement of direct mail services was run in 1886 by The Addressing Duplicating & Mailing Co., 49 Dey St., New York City.



☐ **MAE RUSS** is now with National Civil Service League, 120 East 29th St., New York City. After many years as competent head of the Charity and Social Service division of the National Better Business Bureau, she has moved to the other side of the desk. She is perhaps the best informed person in the world on frauds and rackets and surely knows how to keep her new associates on the right path. Her old job is being filled by Ed Mergardt at National Better Business Bureau, Chrysler Bldg., New York 17, N. Y. Incidentally, the annual report (for 1951) of N.B.B.B. is now available. Get it for your files. You should know what is being done to help keep advertising clean.



☐ **A. B. DICK COMPANY** of Chicago is certainly branching out. After adding lithographic products and equipment to its standard mimeograph lines, the company recently announced that it would manufacture spirit duplicating products. Puts all dealers in position of being able to offer supplies for any of the three duplicating processes. (See April Reporter training outline for descriptions).

□ **LIKE THE WAY** the Northwest Airlines, 1885 University Ave., St. Paul, Minn. told a dramatic pictorial story of the flood in its May 2nd house magazine, "Northwest Airlines News." Front cover showed flooded air field with caption, "Ol' Man River . . . Won't Stay Away From Our Door." Inside copy told how employees battled flood. Well done.



□ **STATISTICS OF INCOME** (Part 11) has been published by the Internal Revenue Bureau of the Treasury Department. Advertising Age made a good analysis of it in May 5th issue. Based on the figures, Advertising Age estimates that all corporations combined spent in 1948 only 73/100 of 1% of their 594 billions of estimated sales on advertising. Of course, breakdown by business classifications shows widely varying percentages . . . with drug and chemistry manufacturers topping the list, followed by tobacco products. Worth studying.



□ **VISITORS LAST YEAR** to the Mohawk Trail (that scenic entrance to New England through the Northern Berkshires, Route 2, Mass.) were delighted this spring to receive a tiny orange and an invitation to return. Sponsored by the Trailside Restaurant, the cards attached to the "hot house" orange read, "From Florida, Massachusetts—a reminder of the beautiful and unusual sights on the Mohawk Trail." No samples available since supply of oranges was exhausted. But Milton Fitch, president of Howard Wesson Co., 405 Main St., Worcester 8, Mass., tells us the stunt worked out fine.



□ **PECULIAR NAMES** of Post Offices can be used to tie-in with special promotions. You can arrange with local postmaster to have your mail clearly postmarked . . . if you buy stamps from him. Keep your eyes open for possibilities. We reported previously on Irish named towns for St. Patrick Day mailings (such as Shamrock, Texas). Leo Bott of Chicago suggests possibilities in Economy, Indiana; Bolt, W. Va.; Darling, Miss.; Coffee, Ga.; and Alex Hyde of California thinks advertisers might do something with postmarks from places like Love, Va.; Worry, No. Car.; Double Trouble, N. J.; Hell, Ky.; Raspberry, Ark.; Cake, Va.; Pie, W. Va.; Rat, Mo.



APPROPRIATE HUMOR pays off well. Many good examples reach us from time to time. Ad manager Leon Olsen of Hubbs & Howe Co., 1702 Elmwood Ave., Buffalo 7, N. Y. saw the cartoon (Continued on Page 36)

McLAURIN JONES

Product

get to the right man not the round file



What made you open and read the last direct mail piece you got?

Was it the clean, crisp appearance . . . the smooth, sleek richness of the paper?

Waretone Craftsman, Quality Fine Coated Papers, whether cover, post card or label weights, put real life into your direct mail pieces. They make your good ideas look better . . . give unequalled brilliance in letterpress or offset work.

Next time you're planning a mailing let Waretone carry your message to the right man . . . not the round file!

.....
McLaurin-Jones Co.
makers of
Old Tavern Gold and
Platinum Papers,
Guaranteed Flat
Gummed Papers,
Relyon Reproduction
Paper and
Ware Postcard

McLAURIN-JONES CO.

Brookfield, Massachusetts Offices in: New York Chicago Cincinnati Los Angeles
Mills located at Brookfield and Ware, Mass., Grand Rapids, Mich. and Homer, La.



THE
DOOR
IS
OPEN
TO

Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

TENSION ENVELOPE CORPORATION

522 FIFTH AVENUE NEW YORK 36, N. Y.	5001 SOUTHWEST AVENUE ST. LOUIS 10, MISSOURI	NORTH 2ND STREET MINNEAPOLIS 1, MINN.
1912 GRAND AVENUE DES MOINES 14, IOWA	19TH AND CAMPBELL STS. KANSAS CITY 8, MISSOURI	



Warren Leslie of Neiman-Marcus says . . .

THERE'S SALES VALUE IN EVERYDAY LETTERS

At Neiman-Marcus there is no question in the mind of any of the executives of the store, including myself, about the fact that one of the most important aspects of our business is the ordinary three-cent letter. We are all very aware that each time an envelope containing stationery with the letterhead of Neiman-Marcus goes out it is a representative of the store and has the opportunity to make the recipient of this letter either a friend of the store; indifferent to the store, or even an enemy of the store. This is true, of course, of any business organization, but we think it is particularly true of Neiman-Marcus, and I would like to tell you why this is so.

Back in 1907 when our store was founded, it was a very small business in quite a small town. The founder, Mr. Herbert Marcus, was on the selling floor of his organization day in and day out. He met his customers as they came in. He remembered their names and they became his friends. He and his sister, Mrs. Carrie Neiman, co-founder of the firm, grew to know hundreds of their customers by name, and thus began a tradition of friendly and personalized service which in an organization of the character of Neiman-Marcus is most important. All of that was forty-five years ago. Today we are engaged in a major expansion program. Executives of the firm are tied down through the biggest part of each day with building plans, meetings with architects, and the machinery of running the complicated operation of a big business. They cannot possibly be on the selling floor, meeting and talking to customers as much as once they were. Yet all of us are convinced that a great part of the success of the store can be directly traced to the close relationship between the store's executives and its customers. The question then becomes how can this close personal relationship be maintained,

though the business has grown beyond the point where anyone can possibly know even a quarter of the store's customers by name, and the answer to the question, of course, is through correspondence. At Neiman-Marcus, we write a lot of letters. We write letters of adjustment; we write letters of collection; we write letters of apology; and we write sales letters. Now, I am using the word sales letter in a very specific sense, because actually every letter that is written at Neiman-Marcus is a sales letter. The only trouble is not all of them read like one.

For the purpose of our discussion this morning, I did quite a major investigation, as I have said, into our files. During this survey I read hundreds of letters which have gone out under the letterhead of Neiman-Marcus and I took a lot of notes. I took notes on the ones that I thought were done well and I also took notes on the ones that I thought were done badly. When I had finished, I looked over my notes, and I found that through all the various categories of letters which go out from Neiman-Marcus every day, certain specific principles hold true from one

category to the other.

I'd like to try to break down these various categories and talk about each of them in turn and perhaps the easiest place to start would be with the sales letter. When I use that term, I am speaking of the specific sales letter, of which there are various types. For example, if we are going to hold a showing of clothes in some city other than Dallas, we will write a letter to a number of our customers in that city announcing the showing. The object of this letter is to persuade these customers to come in and to see the clothes and to try them on and to buy them. If the letter does not succeed in persuading these customers to come in and see the show, then we will have taken a large hotel suite and we will have brought a number of saleswomen and a great deal of merchandise for no reason whatever. Because no retail operation whatever can be successful in any way, shape or form without one very necessary element and that is customers. So, our letter to those people who we think might be interested in seeing our clothes is most important. If it does not interest them in coming to



Warren Leslie

Reporter's Note: Warren Leslie is Assistant to President Stanley Marcus of the famous department store, Neiman-Marcus in Dallas, Texas. On April 11th he talked to the southwestern regional meeting of the American Business Writing Association. Secretary C. R. (Andy) Anderson thinks the thoughts developed are important for all letter writers. We agree. So, here are the highlights. Warren Leslie has had the kind of background which gives him a sound knowledge of life, people . . . and letters. A native of New York City. Graduated from Phillips Exter Academy and Yale University; served in Marines; reporter for Dallas Morning News; won Sigma Delta Chi Award for best news story of 1950; writer for N.B.C., including Jinx Falkenburg-Tex McCrary show. He has been around.

MAILING LISTS for Every Purpose

1500 DIFFERENT CATEGORIES

Airplane Owners	Golfers
Alumni	Govt. Employees
Architects	Home Owners
Authors, Writers	Housewives
Boat Owners	Installment Buyers
Brides	Mail Order Buyers
Brokers	Mail Order Houses
Business Executives	Manufacturers
Business Women	Neighborhood Lists
Buyers (Store)	New Business
Canvassers	New Mothers
Car Owners	Nurses
Catholic Buyers	Office Workers
Charity	Political Leaders
Contributors	Professional People
Church Societies	Purchasing Agents
Civil Service Lists	Religious Groups
Clergymen	Retail & Dept.
Clubs &	Stores
Associations	Scientists
Club Members	Sportmen
College Alumni	Stockholders
Contributors to	Teachers
Political	Teen-Agers
Campaigns	Television Owners
Defense	Top Salesmen
Contractors	Treasurers
Dog Owners	Veterans
Engineers	Voters, Registered
Factory Workers	Wealthy Men
Farmers	& Women
Fleet Owners	Wholesalers
Fraternities	

Write on your business letterhead
for FREE Catalog

DUNHILL INTERNATIONAL
LIST CO., INC.

565 Fifth Ave., N. Y. 17, Plaza 3-0833

LET'S WRITE FRIENDLIER LETTERS!

Here is a new service that will be interesting to you if you want your executives, correspondents and salesmen to write friendly letters that build good will in addition to conveying a message.

This new method of raising the standard of your company correspondence and keeping it on a high level is being successfully used by some of the largest firms in the world, with several hundred dictators, and by many with only ten, or less.

The service is called LET'S WRITE FRIENDLIER LETTERS and brings you, twice a month, a bulletin filled with suggestions and pointers, interestingly and entertainingly written—in whatever quantity you need to give a copy to every dictator in your organization.

Write for free sample bulletin and complete information

HUCKLEY INSTITUTE

Dept. R, Lincoln-Liberty Bldg.
Philadelphia 7, Pa.

FREE Copy of our new price list on Offset Supplies, Equipment, Mimeograph Supplies, Printers Equipment, Office Supplies, etc.

PENGAD CO.

R-6 Pengad Bldg. Bayonne, N. J.

the showing, then we will wish at the end of our trip that we had stayed in bed.

The technique of this type of sales letter has as its object creating a certain amount of excitement in the mind and imagination of the recipient. Now the fact that some Neiman-Marcus saleswomen are going to be in Abilene or Amarillo or some other town, is not in itself overwhelmingly exciting, but the fact that the sales people will have with them merchandise exactly suitable for the recipient of the letter and her various problems *can be* exciting. In writing a sales letter of this type, the first thing is to think in terms of the customer. What season of the year is it, what kind of life does she lead? From these two guideposts, what is it that the Neiman-Marcus company has that will simplify her life or will make it more exciting, or that will fit into it best. So, one of the first things that this sales letter must do is provide the customer with as many reasons as possible why the showing of clothes is important to her.

One of the most successful letters of this type which we have ever sent out began like this:

My dear Mrs. Blank:

We have discovered a new fabric which seems to us ideal for you and your life in West Texas. It is very hardy, yet it presents a luxurious appearance. It keeps its shape beautifully and yet it is light weight enough to be worn on the hottest West Texas day. It is called Pesante silk and we have had it made up into suits so beautifully made that they would be perfect for a luncheon party at the Club, or even for cocktails on someone's patio."

I like to think that that letter may have been successful because it kept in mind the customer. It gave the impression that Neiman-Marcus had discovered Pesante silk for the express purpose of solving some of life's problems for one particular person—the recipient of this letter. Also it had the advantage of presenting something new, which in itself is exciting and intriguing, and the result was that an awful lot of people came to this showing and it was most successful.

Now, still of the subject of direct sales letters, by and large the most successful over the years are those which are written by a particular executive or salesperson to a particular customer, who is also a friend. It would be hard to count the number of times that someone employed at Neiman-Marcus has sat down and written a letter to a friend about a

particular dress or suit or pair of shoes that he or she thought would interest this friend; and it would be hard to count the number of times that such letters have been successful in selling.

I have a theory about the success of these letters. I think that people are inclined to be more informal, more natural, even friendlier, when they are writing to somebody they know. I think they are inclined to write the letter as they would talk. I think, therefore, that they manage to put some of their own personality into what they write and that this comes across in the letter. They eliminate the clichés of business letter writing, the phrases like "Pursuant to yours of the 5th"; "attached hereto"; "Please be informed"; "Yours of recent date to hand"; "Enclosed please find"; etc., etc. ad infinitum. Instead, they write a letter that sounds like this:

My dear Jane:

A dress has come into the store which to me looks like you. We advertised it last week, but thinking that you might have missed the ad, I am sending you a clipping of it. If you have a chance come in and take a look at it because I really think you'll be very excited. Give my best to Bob, etc.

Not all business letters can be as informal as that one, of course, but the more informality, friendliness, and naturalness which can be worked into them, the more successful they will eventually be.

One trick is to present, as much as is possible, the affirmative side. This is something that comes up quite a lot in our mail order department. A little while ago, a friend of mine wrote me, requesting pajamas, a certain necktie, a dress that had been advertised in a certain size for his wife, a pair of bedroom slippers, and a sterling silver bottle opener which had been in our Christmas catalogue. Now, at the beginning of this talk, I said that I should be down there listening to someone else give this talk. This will prove it. Do you know what I wrote? I said:

Dear Bob:

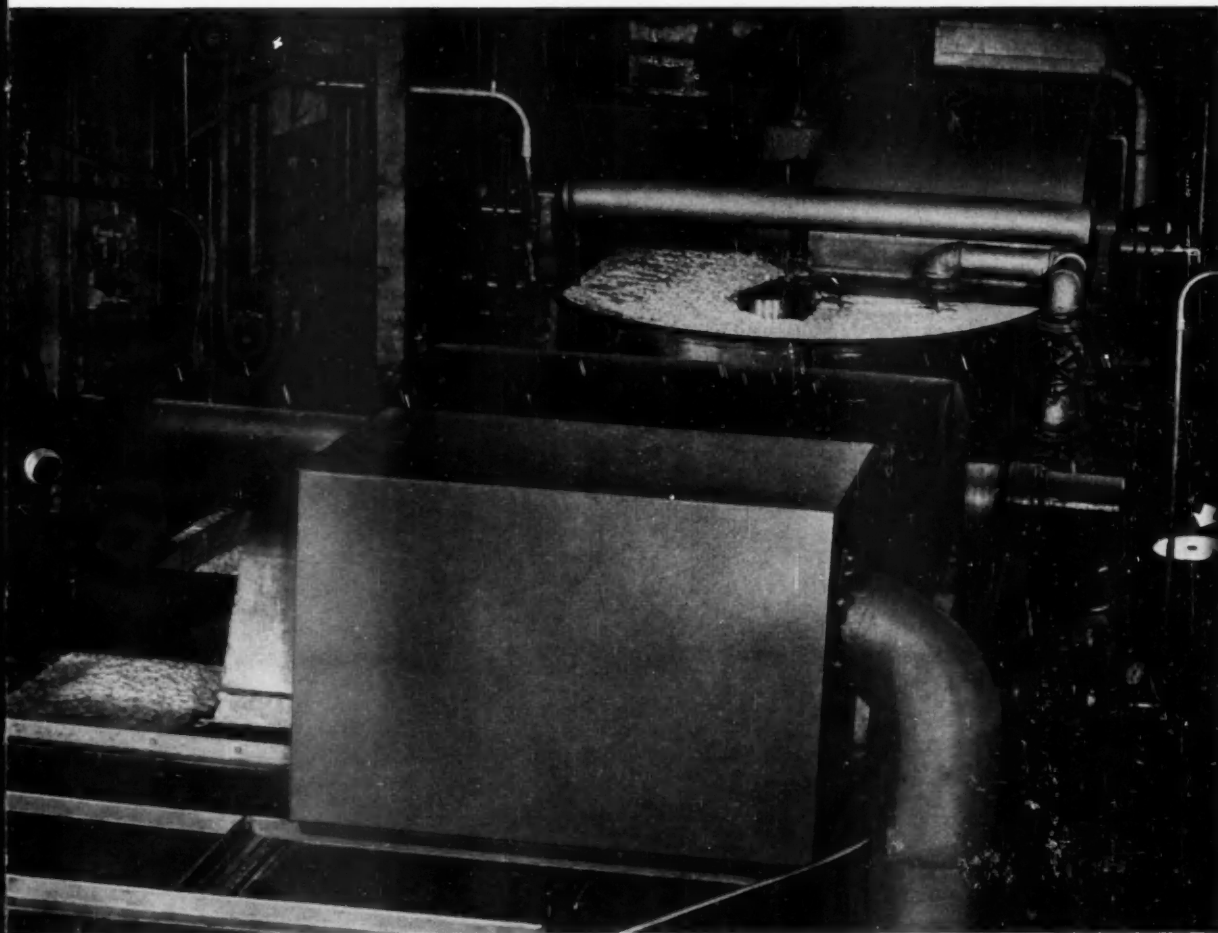
I regret to advise you that, because of an unprecedented demand for the sterling silver bottle opener advertised in our 1951 Christmas Catalogue, we have run out of stock, and will not be able to supply your valued order at the present time. We have reordered the bottle opener, and the manufacturer promises that we shall be able to fill your order within a period of three weeks. I am very pleased to say that the pajamas, the necktie, the dress, and the slippers have been sent off as you requested.

Most sincerely yours,

(CONTINUED)

3

THESE MILLS GRIND FAST . . . but just as *surely* as the mills of the gods grind slowly! Depending on the type of Rising Paper . . . they grind for minutes or hours, but always with uniform results. Rising employs the latest models of stainless steel Bertram Beaters to beat pulp and rag fibers to uniform characteristics . . . special templates control beating operation *automatically*. That's another reason why you *know* Rising Paper is ***Fine Paper at its BEST!***



A comprehensive camera tour of the Rising operation . . . "Fine Paper At Its Best — and How It Gets That Way" . . . is yours for the asking. Just write "Direct Mail Service."



Fine Paper at its BEST...

comes to you from the **Rising Mill**



in the scenic Berkshires

RISING PARCHMENT (100% Rag) ★ **NO. 1 INDEX** (100% Rag) ★ **RISING BOND** (25% Rag) ★ **PLATINUM PLATE** (25% Rag) ★ **LINE MARQUE** (25% Rag)
INTRALACE TEXT ★ **HILLSDALE VELLUMS AND BRISTOLS** (25% Rag) ★ **WINSTED VELLUMS AND BRISTOLS**

Rising Paper Company, Housatonic, Mass.

better production brings better results

There's a best way to produce direct mail. . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

Mail Advertising Service Association

18652 Fairfield Avenue
Detroit 21, Michigan

M A S A

Cash in on "The Good
Ol' Summertime" with

THE ONLY AVAILABLE
MAILING LIST

OVER 7000
LICENSED RESORTS
AND MOTELS
IN WISCONSIN

America's Vacationland



Guaranteed Up-to-date

List Only \$10.00



The Clarkson Company
730 Jefferson Street
Wausau, Wisconsin

I cannot imagine a worse business letter. My only excuse is that I must have been tired or dyspeptic, or something of the sort. How much better to have said:

Dear Bob:

I'm delighted to tell you that the pajamas, the necktie, the dress and the slippers are in the mail. The bottle opener will be too, within three weeks, if you can wait that long. We had a tremendous demand on it and ran out of stock temporarily, so if you're in a great hurry, let me know and I'll cancel the order. Otherwise, it will be on its way shortly.

The second letter emphasizes the fact that we could fill ninety per cent of the order immediately, and that the rest of it could be filled shortly. The first way leads with the negative, which in letter writing is like leading with your chin.

So, for point one, let's lead with the affirmative. Point Two: When you are writing someone, it isn't a bad idea to use his name a time or two after the salutation. A lot of business letters start off, Dear Mr. Jones, and then, after that salutation, they sound as though the letter writer is speaking to a slab of stone. There is no further proof within the letter that Mr. Jones is a human being. The use of this name makes Mr. Jones realize that, even on paragraph three of your letter, you still remember his name.

And that is a trick, which leads to another one, even more important: Letters should sound as though you are talking to the recipient. Now, in talking to somebody, you don't use a lot of heavy-handed cliches like "Please be advised that, etc. etc." So, you shouldn't use them in letters. Using names will help you not to. Suppose, for instance, that a woman has returned a dress to Neiman-Marcus because the colors have run badly. Investigation shows that the dress has been washed, when it plainly should have been cleaned. Here are two ways in which that could be explained to the customer:

Dear Mrs. Jones:

Reference to yours of the thirteenth, please be advised that investigation shows that your dress has been washed when it should have been cleaned, and this firm can accept no responsibility for the colors having run. Beg to remain,

Very truly yours,

You think that's an exaggeration. Half the business correspondence of America is just as heavy-handed, just as curt. The chances are that Neiman-Marcus would hear no more from Mrs. Jones about that dress. The chances are also that that dress re-

presented Mrs. Jones' last purchase at Neiman-Marcus.

Now suppose you wrote her like this:

Dear Mrs. Jones:

Thanks very much for your letter concerning the trouble you have had with your pink taffeta dress. It gives me the chance to tell you how sorry we all are that the colors ran. Nothing is more discouraging than to buy a dress that you are proud of, and then have it let you down. We can all sympathize with you in your disappointment.

Now, Mrs. Jones, we took your dress out to the National Institute of Cleaners and Dyers laboratory to find out what went wrong. They tell us that the fabric is a sturdy one, but that it should not be exposed to a wet cleaning. Their analysis, which I am sending you with this letter, is that the dress was laundered instead of being dry cleaned. For that reason, I'm sending the dress back to you, with the suggestion that you discuss the matter with whatever cleaner or launderer you sent it out to. I am sure, Mrs. Jones, that you'll understand why, under the circumstances, we would not be able to make an adjustment on this dress. But please, if anything should go wrong with any purchase that you make at Neiman-Marcus in the future, write me about it. We are most anxious to know whenever one of our customers is not completely satisfied in her dealings with this store. Only through finding out what is wrong, can we change things to make it right.

This is a longer letter than the first one. It is much less curt. It gives the impression that the store is genuinely sorry that the purchase was not a great success, and wishes it could do something to help. In the future, says this letter, the store will knock itself out to make Mrs. Jones happy because she has once been unhappy.

But, it still says no. One of the greatest tricks in letter writing or in any kind of dealing with people, is to say no in such a nice way that the person you've said it to goes away happy. Now—while we are still on adjustment letters—when you can write to say, yes, that is the easiest selling opportunity that I know of. The other day, a woman wrote in to say that a coat had faded badly on its first cleaning. And she sent the coat, suggesting that it had been badly dyed.

She was flat right! It had been badly dyed, and the fabric wasn't so hot, either. This is the letter one of our executives wrote her:

Dear Mrs. Smith:

Thanks very much for writing us about your coat, and for sending it back to us. Everything you said about the dye and the fabric was absolutely true. We had it analyzed, and the report was that the dyeing was done poorly on a fabric not suitable for this treatment. Of course, we are very

nappy to make out a full credit on this coat, which will appear on your next statement.

May I say, too, Mrs. Smith, how much we appreciate your bringing this to our attention. Even the most experienced merchandise men will, once in a while, make a mistake or overlook some flaw that should have been spotted. The fact that you brought this to our attention will make us redouble our efforts to see that this does not happen again. The next time you come into the store, I hope we shall be able to prove to you that this sort of thing is the exception rather than the rule at Neiman-Marcus.

Most sincerely yours,

This struck me as a very good letter. The store was wrong and this fact was cheerfully, not grudgingly, admitted in paragraph one. Full credit was made, not because the store felt it had no legal recourse, but as the natural process in a place which takes pride in its merchandise and stands behind it. Since I happen to know the lady who received this letter, I can tell you the follow up on this story. Two days after she got it, she came back into the store and purchased a coat to replace the one she'd returned. At the same time, she purchased two dresses, a hat, a pair of gloves, and a pair of shoes. She was happy, the store was happy, in fact, I guess everyone was happy except, perhaps, the lady's husband who once had a bill for one coat coming at him, and now must prepare for the bill for most of a wardrobe.

In such ways does Neiman-Marcus try to retain in letters the personal relationship with its customers which it feels so important. And to do this, it tries to make its letters informal, as personal as possible and friendly. It tries to keep the letter readers, instead of the letter writer, in mind. It tries to be brief, but where it must be curt to be brief, it is not brief. Over the signature of myself or any of its other employees, it tries to seem a warm, human sort of place, friendly, inviting and willing to do a great deal to please. It doesn't always succeed. But at least its purpose is beyond reproach.

AN OLD RECORD. Some trade magazines are attempting to capitalize on the increased 3rd class postal rates by trying to prove it is cheaper than direct mail to advertise in their publications. One such advertiser concludes his argument: "Choosing this method in lieu of direct mail, maybe advertisers will be calling direct mail's increased cost a blessing in disguise." The whole idea is silly. Direct mail cannot be compared with any other form of advertising.

YOUR GOOD FORTUNE...



**INCREASED READERSHIP
THROUGH
PERFECT OFFSET RESULTS**

with REMINGTON RAND PLASTIPLATES

Here's a prediction you can bank on... Remington Rand Direct Image and Photographic Plastiplates will give you direct mail pieces with brilliance and life... sales messages that just "beg" to be read... and all at important savings to you!

Plastiplates no-grain plastic surface makes them the nearest thing to stone lithography for direct mail use. On each one of your printed pieces, Plastiplates assure faithful reproduction of every detail, capturing the whole of a line image... all the dots in a halftone.

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**Make the PLASTIPLATE
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To convince yourself of Plastiplates' superiority, make a **FREE TRIAL**. We will furnish you or your printer with 3 **FREE PLASTIPLATES** so you can compare results. Write, or use the coupon.

Folders describing
PLASTIPLATES
and **PLASTIPHOTER**
... yours for
the asking.

Remington Rand

Remington Rand, Room 2147, 315 Fourth Avenue, New York 10, New York

Please send me 3 free Plastiplates ☐ Direct Image ☐ Photographic
☐ Plastiplate folder (DS 62) ☐ Plastiphoter folder (DS 72)

My duplicator is a _____ Model No. _____

I use a _____ typewriter with a ☐ Fabric ☐ Carbon Paper Ribbon

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

By J. S. Roberts

Advertising Manager
The Retail Credit Co.
Atlanta, Georgia

LET'S QUIT WRITING LETTERS

There must be something peculiarly wrong with our approach to letter-writing. Though it is probably the second most frequent form of communication, most of us do poorly at it. Some of the most personable persons we know write stilted unnatural letters. Rarely do we read a letter that genuinely reflects a personality. Hundreds of pamphlets, books, articles, lectures, are devoted to improvement in letters. Millions of letters show need for improvement.

What's wrong? Could it be we got off to a bad start? Wonder how letters started? Who set the principles and form we follow so blindly today? Let's see.

Probably most early European letters, beginning perhaps with the Roman Empire, were written for rulers or royalty by *subsidized scholars*. This is indicated by the fact that the early postal systems in Europe were operated for government mail. Many of the government leaders and feudal lords could not write. They maintained scholars to do this chore. In the early days of our own country, though we had no royalty, there was a time when a fair share of the population couldn't write. The composition of written thoughts was considered definitely the province of the literati—a small group of men-of-letters. When an average man wanted a letter written, either business or personal, he hired it done.

These professional letter writers were a formal group. Many of them wore satin breeches and powdered hair. The correspondence, too, was highly formal. Writing of itself was considered a formal means of communication. Since royalty was frequently involved, probably early salutations were along the line of "Esteemed Sir." In closing letters, writers probably made evident their subservience by such a close as "Your obedient servant."

Certainly all aspects of this early

correspondence were vastly different from the frequent, constant, flow today of business and personal correspondence. The objective of early letter writers—style setters—was to make their letter sound handsome to the persons *for whom*—not to whom—they were written. Also, in order to maintain their job, these early scholars probably made writing appear to be very difficult. They used for that purpose words and phrases far from those of ordinary conversation.

When an increasing number of persons began doing their own letters, the early pro's sought to recoup their dwindling source of income by writing books of model letters. Squires who haltingly scribbled out their own letters found such books helpful. These books became, thereby, the Emily Post of letters, both business and personal. They set the pattern for, not only content, but wording and format. Thus was preserved the original flowery language, the terms of endearment, and the emphatic declarations of regard and ownership.

When letters became a portion of courses on English in High Schools and business colleges, what better text-

books could there be than these old books of the self-styled masters. So teachers of English have for generations taught their young pupils that letters must approach literature; that their language must be formal and entirely apart from ordinary conversation. Even names have been given to the various portions of letters. Students have had drilled into them that every good letter has five important parts:

- A Date;
- An Address;
- A Salutation;
- A Body;
- A Complimentary Close.

Seems to me, we *did* get off to a poor start. Unfortunately, we still travel on that start. The language of letters has not changed greatly in some respects from the stilted, unnecessary, and frequently meaningless English of the distant past. Billions of type-writer strokes are wasted today on ignored Salutations and Complimentary Closes.

Maybe the best way to correct this is to start all over.



J. S. Roberts. . .

Reporter's Note: J. S. (Jess) Roberts is advertising manager of The Retail Credit Company of Atlanta, Georgia. Many remember him as the President of the DMAA in 1936-1937. On a recent visit in Atlanta, Jess and this reporter had a grand reunion . . . but managed to spend some time discussing his ideas of what's wrong with most letters. The ideas themselves are not entirely new . . . but here's a different slant on terminology. The members of the ABWA are certainly trying to do as Jess suggests (see page 13). But maybe we should all embark on a crusade to disassociate letters with literature . . . or to change "letters" to "messages." If any of you have any ideas on the subject . . . write to Jess (Box 1723, Atlanta, 1, Ga.) He has promised to write a sequel if there is enough interest.

Let's quit writing letters. Let's write messages. Even the dictionary helps us get the correct approach. "Letter" comes from the same Latin source as "literature". "Message" comes from a good active Latin verb meaning "to send." At least, we get the function into the name "Message".

Message writing for business or social reasons is not a simple process, but there are really only two basic principles to follow if you would do reasonably well at it.

First, write your message with the recipient completely in mind. Write from his standpoint. Put yourself in his place and tell him what you would want to know if the situation were actually reversed. Use words which you know will mean the same to him as they do to you. Try your utmost to get to him the facts or thoughts you think he needs or wants. Don't try to impress him with the fact that you know the rules of old-fashioned letter-writing, or that you can pass out a lot of flowery phrases.

Second, be natural. You can talk. Probably, you are quite personable in a conversation. Think—"what would I say to this fellow if I could call at his office." Say that on paper. That's your message. Why need it differ if you put it in writing.

There's only one caution on this second principle. Much of what you speak verbally is helped in its meaning and import by your facial expression—your smile, the light in your eye, and such. You don't have this help in writing. You can walk up to a good friend with a—"Hello, you old buzzard," and get away with it. That's dangerous in writing. But you can still get your personality into messages. You can use words that smile; words that others will recognize as your natural manner.

And such messages can be so refreshing as to be unforgettable. One I shall never forget. I had written a business friend a letter of congratulations on his election to high office in a civic club. Yes, I'm afraid it was a letter; quite flowery, and absolutely correct as to meaningful form.

But, I got a message in reply—neatly typed on full-size letterhead—only these words:

"Thank you, Jess."
(signed) Bruce

Just exactly what he would have said, if I had spoken my congratulations. I could hear him say it across the miles that separated us.

Let's try it. Let's write conversational messages, and forget what we have been taught about letters.

Don't be a Dictator!

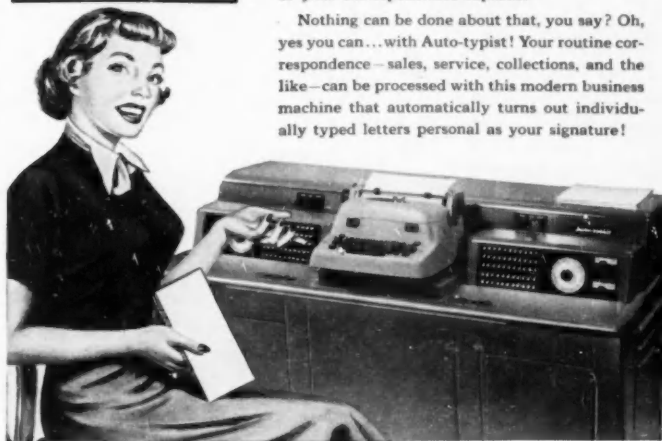
Cut your
Correspondence
Costs 40%

A TYPICAL BUSINESS LETTER COSTS \$1.00

DICTATOR	.40
Stenographer	.38
Overhead	.16
Mailing	.033
Filing	.015
Stationery	.005
Supplies	.004
Ribbon	.002
Carbon Paper	.001
TOTAL COST OF LETTER	\$1.00

EVER FIGURE OUT what a business letter costs? Well, take a look at that chart. At the top of the column is the high cost of dictation—40c, or 40%—your cost. Add your stenographer's time, and these two items alone represent about 78% of your correspondence expense.

Nothing can be done about that, you say? Oh, yes you can...with Auto-typist! Your routine correspondence—sales, service, collections, and the like—can be processed with this modern business machine that automatically turns out individually typed letters personal as your signature!



Auto-typist

MODEL 5060

Models To Meet Every Requirement



Model 5030 Selector

Operates any typewriter. Permits pushbutton choice of 5-20 different letters.



Model 5100 Space Saver

For smaller office. Automatic operation of any electric typewriter.

Auto-Typist Dual Selector contains two large record rolls carrying 100 or more prepared paragraphs. By merely pushing buttons, operator selects the paragraphs to be typed, choosing them in any sequence. Auto-typist runs them off just like a player piano... stopping automatically, anywhere in the body of the letter, so that names, amounts and dates can be inserted manually to keep the letter completely personal. Auto-typist 5060 operates any typewriter, manual or electric. Send coupon for your free literature.

AMERICAN AUTOMATIC TYPEWRITER COMPANY
614 North Carpenter Street, Dept 26, Chicago 22, Illinois
Please send me full information on the Auto-typist and your free "How to Use" Booklet.

Name
Firm
Address
City Zone State

HOW TO LAUNCH A DIRECT MAIL CAMPAIGN

By "Pete" Hoke

The drug stores of this country are in trouble. Their drug sales have dropped \$48,000,000 in the last 3 years. Non-prescription sales are down \$151,000,000 in 3 years. They're losing ground to super markets, whose non-food lines have grown to about 10% of total sales. Super Market Merchandising's latest survey claims that this 10% may climb to 20% in the near future.

So, for the local druggist, it's serious. His wholesaler is worried too.

Early this year, a New England wholesaler, Gilman Brothers, Inc., 100 Shawmut Avenue, Boston 4, Massachusetts decided to declare war. Treasurer Charles A. Loring, Jr. called in William Walkley of the Walkley Agency, Boston, and said, "Bill, you've got to find something that will help the druggists here in New England." And Bill went to work.

On Saturday morning, April 26th, in Boston's Old Forge Theater, he was ready to unveil the plan. *This reporter* arrived to find Gilman brass, their salesmen and the press milling

around a big urn in the foyer . . . coffee, doughnuts and lots of talk.

No one knew much more than what had appeared in a Gilman color spread in *The Apothecary*, a New England trade paper. The ad talked about a brand new, low cost, effective program . . . a Community Business Builder. About 10 A.M. Bill Walkley suggested that we take our seats. For the next hour and a half, we watched a full-blown play, "Doc's Nightmare," a production that might easily have been playing Broadway . . . professional to the n'th degree.

The Setting—a drab drug store; The Story—a discouraged druggist, his problems, his poor displays, poor help, long hours, a trickle of customers. Druggist Brooks is worried and realizes he must do something. His friend, the druggist in the next town, is worried too, but is too busy to do much about it.

The Gulf service station attendant from across the street comes in for a pack of Luckies. Asks the druggist if he's gotten the first of a series of

direct mail pieces he's just sent out. No, but the idea sounds interesting to druggist Brooks. Maybe advertising *can* help.

In Act II, a Gilman salesman makes one of his regular calls. Under his arm is a portfolio . . . loaded with help. It's the Community Business Builder. He and the druggist go through it. (Action on stage is combined with an aside slide presentation). The Business Builder turns out to be a syndicated direct mail campaign which the druggist can buy at cost . . . small cost.

Act III shows the drug store all fixed up. New lighting, new show cases, self-service counters and a smile on druggist Brooks' face. Business is fine. As the curtain comes down, he's calling the Cadillac agency for the car his wife has wanted for years.

It was wonderful. At noon, we all moved to the Boston Club for lunch. Here the salesmen were given the lowdown on the druggist-campaign. Each was given a Community Business Builder portfolio and a Guide for making the presentation to the druggist. There were very few questions since the play had so thoroughly:

1. Presented the problem
2. Detailed how to go through the portfolio with the druggist
3. Sold the idea to Gilman salesmen, far better than could a hard-boiled pitch from the sales manager.

Charles Loring, Jr. ended the meeting by announcing a bonus in advance of success . . . a week-end vacation on the company for each salesman and his wife at a Maine lodge. That's merchandising!

The campaign is good. Although a syndicated series might not be considered the best use of direct mail, it's an effort in the right direction. It gets the druggist started. The chart shows the complete program and we have pictured on the cover how the pieces look . . . all two colors, good

ADVERTISING IS A MUST

We Have a Brand New Low Cost-Effective Program Ready for You

Drug Topics

Community Business Builder

READY TODAY!

No drug store in America can afford to keep mum in the face of the competitive forces now seeking to lure drug volume into the supermarkets and other mass merchandising establishments. If you are not an advertiser in your own business area you are, in effect, aiding and abetting the drift of drug store profits into non-drug outlets.

Health Community Business
Set Your Store Name
Your Round Sales Presentation
Features All Departments
Works Automatically
No Detail
No Fees
No Outlay
Low Cost

This spread announced the campaign to the trade

stock, good art and typography. The pieces were designed to be colorful and attention getting, but in keeping with what the local housewife might expect the local druggist could send out.

The minimum order for each druggist is set at 200 pieces a month. That is, for each druggist who signs up, a mailing list will be made up of the neighborhood area with no fewer than 200 names. He can have more, but the aim of the program is to sell the druggist on *getting started*. And for two hundred names, the total cost including postage for 12 pieces . . . one a month—is only 72¢ a day or \$262.80 for the package. The druggist has nothing to do but sign the order . . . all mailings being handled centrally in Boston.

One big question did come up, and that concerned a situation where two aggressive druggists in the same town wanted blanket coverage of the town. The Walkley Agency would design another campaign using letters and/or post cards.

Gilman Brothers, Bill Walkley, (who planned the campaign, and wrote the script) and his talented wife Judy (who produced the play in six short weeks) deserve a big pat on the back. They've developed a package that could sweep the country.

It's wonderful how a drop in sales can move sales-minded people to exciting things.

"Doc's Nightmare," a production that might easily have been playing Broadway, sold the campaign to Gilman salesman. Left: The Gulf attendant comes into old-fashioned, poorly staffed drug store for a pack of Luckies. Right: a Gilman salesman discussing direct mail campaign with druggist Brooks. (Screen, left after a demonstration to customer, was used for slide film during campaign presentation.)

Your Program Includes These COLORFUL DIRECT-MAIL PIECES

MONTH MAILED	TYPE OF MAILING PIECE	FEATURING
JUNE	BROADSIDE	REASONS PEOPLE SHOULD BUY FROM YOU
JULY	MERCHANDISE FLYER	SUMMER VACATION SPECIALS
AUGUST	JUMBO POST CARD	FOUNTAIN SPECIALS TAKE HOME ICE CREAM
SEPTEMBER	JUMBO POST CARD	BACK TO SCHOOL SUPPLIES
OCTOBER	GREETING CARD Style in Envelope	SICK ROOM SUPPLIES SALES — RENTALS
NOVEMBER (Mails the 15th)	MERCHANDISE FLYER	CHRISTMAS GIFT SPECIALS
DECEMBER (Mails the 10th)	GREETING CARD Style in Envelope	SEASON'S GREETINGS and LAST MINUTE GIFT REMINDER
JANUARY	MERCHANDISE FLYER	JUMBO SIZE Cold Remedies — Vitamins — Winter Items
FEBRUARY	GREETING CARD Style in Envelope	YOUR PRESCRIPTION SERVICE
MARCH	JUMBO POST CARD	CONVENIENCE of shopping at your store for Smokes, Magazines, Candy, Film and Photo Supplies
APRIL (Mails the 20th)	MERCHANDISE FLYER	MOTHER'S DAY GIFTS — CARDS
MAY	GREETING CARD Style in Envelope	GIFTS Bridal Showers — Wedding — Graduation

ALL • IN 3 COLORS
• PERSONALLY ADDRESSED
• WITH YOUR IMPRINT **HERE THEY ARE**



Collected On A
Roving Trip

A
LITTLE
OF
THIS
&
THAT

By Henry Hoke

Spring is a wonderful time for a New Yorker to start a trip toward the south.

Pulled out of Garden City in the Ford on April 17th. Headed for the southern district A.F.A. Convention at Miami Beach. The first buds were just forming on bushes and trees. Within a few hours, we were seeing forsythia in nearly-full yellow bloom. From Washington on down, summer met us in rapid stages. Dogwoods and azaleas in North Carolina and Georgia. Farmers cultivating early crops. Then the hibiscus, alamanadas, jacarandas, jasmines and everything of Florida. Thirty days and 4,108 miles later . . . we were back again to azaleas and dogwoods in the now summerish Garden City.

Wonderful trip. Seeing many people. Nothing like it to get cobwebs out of the idea factory. I recommend such a jaunt to anyone who must write for a living.

A few notes: Started visiting in Washington. Met with Andy Gould and Boyce Morgan to hear their plans for DMAA Convention program next October. Andy has a really good idea for improving the "Circles of Information" technique. There will be one session with the usual "subject tables" such as copy, lists, new ideas, etc . . . but a second all-morning period will break up the room into curtained sections called "Marketplace of Ideas." Each section will be in charge of a discussion leader and the discussions will be confined to subjects of interest to those in similar lines of business. For instance . . . all the food folks can get together. That would include fish, fruit, cheese, candy, etc. sellers. The publishers will have a meeting spot of their own; likewise social service organizations; business service outfits, industrial advertisers; folks who work exclusively through dealers; retail stores, etc. Andy is making a survey of direct mail convention-goers to determine just how many spaces will be needed in the "Marketplace of Ideas." Wants to cover every conceivable subject and satisfy the self-interest of every registrant. If any of you have suggestions, write to Andy Gould, U. S. News, 22nd and M Sts., N.W., Washington 7, D.C.

And incidentally . . . checking up with Shoreham, I found reservations for rooms coming in steadily. If you plan to be in Washington for either or both conventions (M.A.S.A., October 4-7; D.M.A.A., October 8-10) better write to Shoreham for a room.

A trip to Washington is not com-

plete without a visit to Nelson Wentzel at the Post Office Department. And let's get the record straight: All critical cracks *this reporter* has taken at the Post Office Department definitely and positively do not apply to the person of Nelson Wentzel. He is the best friend direct mail ever had in the Post Office Department. His job is to *protect the revenue* of the Department. He is the man behind the phrase which appears in all postal laws passed by Congress—"under such rules and regulations as the Postmaster General may proscribe." Nelson does his best to fix or have fixed logical, workable regulations. He doesn't fix rates and he isn't responsible for delays in the service (although he worries about them). I was very much pleased to find out that his department is making things tough for those who are filing applications for exemption from the July 1st increase in 3rd class bulk rates. Sticking strictly to the law passed by Congress (not the Post Office) Organizations must prove conclusively that they fit the non-profit description in the law. Many have been turned down because they were obviously organized for lobbying or self-interests. There's a mad rush in Washington to reverse some of the turn-downs. Funny part of it . . . some people are spending more on lawyers' fees and travelling expenses than they could possibly save on postage if they were allowed the discriminatory 1¢ rate. The Post Office itself doesn't seem to like the discriminatory rates (setting up two classes of mail users for same service) so maybe, just maybe, a change will be made. The Post Office Department also seems very conscious of and sensitive about the many attacks made against the service in newspapers and magazines. Definite efforts are in the works to counteract or eliminate the delays and confusion. You get a better picture of it all . . . going behind the scenes. It's not nearly as hopeless as it might seem. Your kicks, all kicks, are being considered, studied, acted on or worried about. So if you have complaints (with facts) continue to send them in.

I could tell you other stories about Washington . . . but!! Before leaving there, I learned from several *unimpeachable* sources who would *positively* be the next President of the United States . . . including possibilities for the next Postmaster General. But if I told you . . . you would be just as confused as I was as I headed for Raleigh, North Carolina.

If you hit Raleigh on a direct mail

Let's swap ideas

Match your advertising ideas with these—
and win a \$50 Bond!

Makes one printed piece serve both retailer and consumer!

Using a variation of the familiar file folder with pocket, we recently created a printed piece for national distribution—to serve both retailer and consumer—by mail and on the sales floor. Information considered pertinent to all contingencies was printed on the folder proper. Then, through choice of slip sheets, our client assembled folders coinciding with the interests of the recipient... be it a dealer in Spokane or a housewife in Tampa. In addition, dealer is supplied folders stuffed with testimonial letters from his area—for use in answering inquiries. The use of letters from each particular area, we believe, lends credibility to the testimonial content. This one printed piece replaces three, and does the work more effectively at a far lower price.

Jane Cox Oliver,
Cox Advertising Agency, Columbia, S. C.

What's your paper IQ? Can you tell the difference between conversion-coated enamels—and those made the modern machine-coated way? Most people can't



distinguish between the two. Yet machine-coated enamels have now gained 80% of the market. The reason? A paper like Kimberly-Clark Hifect* costs up to 20% less than comparable conversion-coated papers. And Hifect looks, feels, performs just like these costlier enamels. To test your own IQ, write for our free folder "Here's a Feather for Your Cap." You'll have fun with this interesting little quiz and learn an amazing fact about printing papers. Address Room 209, Kimberly-Clark Corp., Neenah, Wisconsin.

Lets studio handle type!

I find having the art studio handle typography more economical. Following layout, the studio seems to have more control over type and type selection, which cuts error and alteration charges considerably. As a rule, only one galley



is needed. Type is then pasted in position on finished art, thus eliminating holes and crowded headlines on the complete page. After stats of illustrations are in position and flats are ready for the camera, a last minute check is made and an idea of the finished piece is easily visible.

Corinne A. Gorr,
Bell & Howell Company, Chicago, Illinois

Brighter, cleaner colors, luxurious texture in halftones—that's what coated paper adds to any offset job. And now, with Kimberly-Clark Lithofect,* your printer has a coated offset sheet that really performs on the press. Next time, try Lithofect. There's nothing like it—if you want crisp freshness and sparkling new sales appeal in your offset printing.

Saves money on photographic prints!

As several of our clients discovered, multiple prints from an original photographic negative are very expensive, and "cheap" prints are often not suitable for reproduction. As a solution, our production department suggested "printed" photographs consisting of fine screen engravings printed on high gloss card stock. Engravings (133 to 150 line screen) from good original retouchings give a

printed quality that differs little in appearance from an original photographic print. Our clients use these in the same manner that they formerly used photographs, and almost identical results are achieved. Dealers use them for handouts, preparation of ads and display purposes. The fine screen involved gives no pattern when re-screened. This idea will save many hundreds of dollars a year for any company purchasing a large volume of photographic prints.

Robert F. Grubb, Grubb & Petersen,
Champaign, Illinois

Do you have an idea to swap?
Tell it to Kimberly-Clark!

All items become the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of duplicate contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 209, Kimberly-Clark Corporation, Neenah, Wisconsin.



Kimberly-Clark Corporation

NEENAH, WISCONSIN

Enamels and Coated Printing Papers

* U. S. REG. U. S. PAT. OFF.
© KIMBERLY-CLARK CORP.

ART WORK



By AIR MAIL

SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.

RAYMOND LUFKIN 116 WEST CLINTON AVE.
TENAFLY, NEW JERSEY



jaunt . . . either visit or don't visit Jimmy O'Neal, major-domo extraordinary of the only direct mail service plant in that beautiful city. Depends on how long you want to stay. We planned to spend the night there and have breakfast with Jimmy for an hour. But the breakfast stretched out into lunch, dinner and another breakfast 24 hours later. Jimmy had to show us the new air conditioned offices he's moving into on June 1st; the gorgeous new home he and Eulah are building; how Raleigh is growing; how he manages to handle most of the political and commercial campaigns in relatively small quarters by a just-about-perfect homework set-up. He could tell the folks around New York who are bickering over the home typist situation . . . plenty.

At any rate . . . we finally managed to get away from Raleigh and Jimmy. And along about that time began to profit by the maps and information supplied by the A.A.A. I know southern routes fairly well . . . but wanted to test out A.A.A. service to members. Wrote in advance and gave a round-about itinerary. The resulting service was super-duper. A lot of trade organizations (I won't mention) could improve their positions by studying the way A.A.A. renders a prompt and more-complete-than-expect service.

A motor trip south used to be a headache. Hard to find lodgings and respectable food. But no more. Didn't have one bad experience. The roads are getting better and better. The whole south is booming. Maybe be-

cause of better roads or vice-versa. Some of the motels are so darn comfortable and adequate it's hard to leave them; good food is where you look for it in the A.A.A., Duncan Hines, or Diners' Club lists.

Atlanta, Georgia was another case of schedule disrupting. Difficult to pull away. Dave Goldwasser arranged a luncheon at the Athletic Club . . . where we learned "all" about southern politics and business. Had a chance to meet for first time in person, D. R. "Mac" McCleary, the editor of Parts Pups who prints "such stories" and whose circulation has grown to 63,000 monthly even though his company has only about 650 customers. Claude Grizzard was there. Direct mail business is booming . . . and he's moving too in June. All those successful fellows in the direct mail business seem to be moving into bigger and better quarters. Dave Goldwasser took us out to see the old and new (soon to be occupied) plants of Atlanta Envelope Company. Every machine jammed to pounding capacity. Millions of envelopes per day for direct mail. Jess Roberts gave us a lot of time to show off all the sights of fast-growing Atlanta . . . and on a visit to Emory University to call on Dick Joel, who runs the annual Advertising Institute, we nearly brought the trip to an inglorious end. The chemistry laboratory exploded and the roof coming down missed our Ford by only a few scary feet. But the hours of confab with Jess Roberts, Dave and others

made up for that crisis. (See Jess' article on Page 18.)

Can't report in detail on all the towns and people we visited. Jacksonville and Shuford Futch . . . tied down with overload of political direct mail. Daytona Beach; Palm Beach and an hour with Harriet Judd, who for many years was secretary of the Atlantic Graphic Arts Association; stopped off at splendid Boca Raton to see Harry and Jane Porter lolling in the sun. They took us to the only restaurant serving nothing but hot cakes. Such eating. All you can eat.

Fort Pierce . . . with the best motor hotel on the route. Then the splendor of the Casa Blanca in Miami Beach. Actually got there in time for the A.F.A. Convention in spite of Raleigh, Atlanta and other delays.

Elon Borton, President of A.F.A. was on hand doing his usual calm and competent job. But he works too hard. Imagine, right in the middle of the three day convention he flew to Milwaukee for a speech and then back to Miami the same day. Larry Chait of Time was a fellow speaker and except for our appearance on the program . . . we did most of our heavy work and confabbing out on the patio around the pool. These southern district meetings are always interesting. Folks from all different media and from all the Ad Clubs, with a sprinkling of direct mail folks like Ruth Gardener from Orlando. Don Lynsky of Memphis gets top prize for best story teller. Hartwell Jones of Tampa should bring his "yellow dog" inti-

PIONEER · MOSS
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460 W. 34th ST., N. Y. C.

L'Ongacre 4-2640

ation to the DMAA convention. Direct mail is very much one-of-the-club these days. No need for any apologies.

The convention finally ended as all conventions do. Before we headed over the Tamiami Trail toward the west coast, we had four grand reunion hours with Jack Carr. He's feeling and looking pretty good, in spite of his ailments. Still grinding out his cordial contacts for just about as many customers. March was the biggest month he has ever had. A busted leg and broken back have not dimmed the sense of humor which flows from his typewriter keys. Good to see him. Worth the cost of the trip to get renewed inspiration.

Then the west coast of Florida. Still the most beautiful (I think). Fort Meyer, Sarasota, St. Petersburg by easy stages. A few uproarious days with the Milt Coopers. A visit with Tom and Snug Dreier. Never a dull moment with Tom, who gets material for his numerous house organs mostly by talking with people and more people. Enjoyed short visits with Pat Flanagan of Florida Power; Roger Sherman and Vera Shaub of "Florida Speaks"; and some of the folks at the two most progressive newspapers in the country . . . the St. Petersburg Times and The Independent. Everybody optimistic.

A week of just plain, ordinary, unadulterated loafing at Clearwater Beach. Swimming four times a day. Writing a minimum number of letters, but making plenty of notes.

Then Tampa. Chinning with Virginia Carrasco of L. M. Anderson Dental Supply Co., Tampa 1, Florida . . . the only living person who can duplicate Jack Carr's style. She worked with Jack for eight years. Hayden Ricker, who dreams up clever direct mail ideas (see February Reporter) had lunch with us at the famous Columbia Spanish restaurant.

On to Winter Haven. A night with Ralph and Alice Thompson and their Canasta friends. Hard to get away from the groves, pigs, rabbits, chickens, cows and what-not surrounding Ralph's printing and direct mail plant nestled under seventy five year old grapefruit trees.

Dick Pope's Cypress Gardens . . . always beautiful. Then step on the gas. No more long delays. Through Jacksonville, Charleston, Williamsburg . . . in time to get to the Mayflower in Washington for another speech at the annual convention of the National Savings and Loan

League. The same subject. Always an interest in better letters. Have found out that it's relatively easy to build a special talk for any group or to fit any specified length of time by using the outline in "How To Think About Direct Mail." Pick sections most suitable. It works. Another convention over. Head back home.

The new smooth New Jersey turnpike has cut hours off the time between Washington and New York. It's difficult to cut down speed when you

reach the big city. Traffic crosstown on 42nd Street . . . a far cry from the calm and quiet of Clearwater.

But the dogwoods and flowers were in full glory on Garden City's Stewart Avenue. Reminding us of Virginia, the Carolinas, Georgia, Florida and all the people and ideas we met along a long road. Ideas to be put to work; people to meet once more at other conventions.

And there will be another spring.
H. H.



**SELF-SEAL
OPEN-SIDE
MAILER**

Press to Seal

Here's a new Self-Seal® Envelope for bulky **FIRST-CLASS MAIL**

"Send it First-Class" is frequently a *must* today. Bulky papers, even catalogs, that used to travel Third- or Fourth-Class now go in style to save time.

This new Self-Seal open-side envelope is just the ticket for bulky mail. It's husky. It's sturdy. It provides an expansion factor with its double Self-Seal strips that seal and hold with pressure alone. No moisture required.

It's one of eleven specific suggestions for efficient mailing department operation

This SELF-SEAL Open-Side Mailer idea is just one of eleven economy and efficiency suggestions to be found in a new portfolio called "Help for the Heart of Business" which U.S.E. has put in the hands of your printer or paper and envelope merchant for distribution. Ask him to show it to you.

UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS
 14 Divisions from Coast to Coast



The new "Heart" Portfolio shows just a few of the hundreds of new profit opportunities covered in the 144-page, pocket size U.S.E. Handbook - concise, complete, authoritative. Ask your printer or merchant for your copy. **U.S.E.**

ADVERTISING . . . THINK OF IT AS MACHINERY

By John D. Yeck, Yeck & Yeck, Dayton, Ohio

REPORTER'S NOTE: Our cover last month pictured the five man team that would panel the Direct Mail Session at A.F.A.'s 48th Annual Convention in New York, John D. Yeck, Yeck & Yeck, Dayton, Ohio, chairmaned the session. Reprinted here are John's opening remarks at the conference . . . the kind of thinking about direct mail that makes a lot of sense. There'd be less wasteful direct mail, if campaigns were approached with these thoughts in mind.

Advertising is misunderstood. It is misunderstood by consumers and congressmen. By business executives; boards of directors. By advertising men themselves . . . many of them working for you.

Ask your most enthusiastic, young, junior advertising executive, "What is advertising for?" He'll tell you something like this: "Advertising creates demand; *makes mass production possible*; reduces costs to the consumer *by cutting the cost of production*."

That's the truth; but only half the truth. The little half at that. And he isn't finished. Ask him what advertising itself costs. He'll tell you: "Very little." "Only a fraction of a cent on a pack of cigarettes or a dozen oranges," he'll say, "25¢ on a pair of men's shoes." This is silly. Who wants to pay a fraction of a cent *more* for a pack of cigarettes or a dozen oranges? Twenty-five cents *more* for a pair of shoes? Who wants to pay *anything* more? Nobody.

Viewed from outside advertising, this talk makes advertising look ridiculous. And, of course, it's untrue. Does a fire department *cost*. Of course not. It *saves* money. It reduces fire damage. If it didn't, we wouldn't have a fire department. Advertising doesn't cost 25¢; 1/2¢; "very little."

Advertising doesn't *cost* anything. It *cuts* costs. It *saves* money. If it didn't we wouldn't have advertising. It's that simple. We have advertising only because it is economically valuable. Your head shakes. You agree.

This isn't new. Why don't people accept advertising, then, as a good thing? They don't, you know. Millions of people are against advertising. Not just "bad" advertising. *All* advertising. How come?

Because the value of advertising is hard to understand. Because, before you can understand advertising, you have to understand business . . . and lots of folks don't. They don't understand business unless they understand division of labor, which caused all this.

Until man learned to specialize, we had none of these "cost" problems. He ate what he could catch; wore what he could make; lived in what he could build or find. Spent his time (and time is all any of us have to sell) as he pleased. Then man made a great discovery: He discovered he could *trade* some of his time (or the things he made) for the time of others.

Bang! Business was born.

Business is trading. Taking the things one group produces and trading them for the things another group produces. At first, when people specialized, "business" wasn't needed. All they did was help one another in a family or tribe. Trading was easy. Making enough was the difficulty. Any necessary thing they made could be traded, almost instantly. And, of course, the *more everybody MADE, the more everybody HAD*.

The question was: "How can we *make more* in the same time?" Man answered that question with another great discovery. Machinery. He built machinery to help him *make more things* in the same time. People thought production machinery was evil at first. They cursed it; smashed it; passed laws against it. They didn't understand it. By and large, they understand it now. They know that, with a machine, man's time is more valuable than without one. He's *richer*

. . . Because *time*, remember, is all a man really has to sell. Production-Machinery soon helped man make more than his own group could use. Trading began to take time. So man invented *trading machinery* to help him *trade* more things in the same time.

The difference between production-machinery and trading-machinery is this:

People named the different kinds of production "time-savers" . . . lathes, turbines, drills, vacuum tubes, etc. . . then called the whole bunch "machinery."

They named the trading "time-savers", too . . . sales training, research, sales promotion, advertising, etc. . . but never thought of the whole bunch as "machinery."

Yet, if you think of "machinery" as a "thing" which can help man do something quicker, you'll think of advertising as machinery . . . and you'll realize that advertising has one major function: To make trading take less time (i.e. cost less).

You measure advertising efficiency just like any other machine efficiency. When it reduces the *cost*, it is efficient advertising. When it does not reduce the cost it is *not* efficient advertising. The problem that faces a businessman is the problem of reducing the cost of trading. That is the problem advertising can help solve. That's why advertising exists.

It's great that production machinery makes it possible for man to produce a thousand times more in an hour than he used to. But profit doesn't come from making things, alone. It comes from making and trading things. If people want to make a profit in business nowadays they must hook machinery to trading as well as to production. Call it advertising, if you will, but think of it as machinery.

So far, I haven't mentioned direct mail . . . in spite of the fact that

this is a direct mail session. That hasn't been an oversight. Because I have said this:

1. The problem that faces business (or trading) is the problem of **REDUCING COSTS.**
2. Machinery reduces costs.
3. Advertising is machinery.

If you get this conception of advertising in your head, you will always approach your next assignment by studying the specific problem itself. You'll decide what your advertising is supposed to do . . . specifically. Then you'll build the machine to do it.

If you always start with your problem . . . and if you think of advertising as time-saving machinery . . . and if you choose your type of advertising . . . because it will help solve your specific problem . . . then you'll often choose some form of direct advertising. You'll want to know more about how to do direct advertising efficiently. That's what the rest of this session is about.

HANDLING A ROUGH PROBLEM BY DIRECT MAIL

Reporter's Note: Best way to describe this case history is to reprint original letter from Joseph Heilig, General Manager, Direct Advertising Company, 1462 Bishop Street, Montreal, Que., Canada. Sorry we cannot reproduce the letters processed and filled in on the good looking Leslie letterhead and the exceptionally well done bulletins. But the copy in this case is incidental. The plan is the important thing.

Thought you might be interested, Henry, in this simple, but successful direct mail campaign, because it stems from some thoughts produced by a series of articles in your "Reporter."

Back about a year ago, you ran several stories and articles on advertising in a period of short supply. The ideas made good sense to us at the time, and they made sense, too, to A. C. Leslie & Co. Limited, who are dealers in steel and non-ferrous metals. They had the precise problem described—that of maintaining customer goodwill in the face of severe and prolonged shortages.

Working closely with their advertising manager, Mr. Les Wilkins, we developed a direct mail program consisting of monthly letters and Newsletters, of which copies are enclosed.

The Newsletters, as you'll see, give a straight, up-to-date report on the current supply and price situation, and on the outlook for each of the metals handled by the company. Where

Your Letterhead IS PART OF YOUR INSTITUTIONAL PROGRAM



IT IDENTIFIES YOUR EXECUTIVE PERSONNEL
Printing the names and titles of executives on your letterhead adds authority to correspondence.



IT IDENTIFIES YOUR PLANT OR OFFICES
Company responsibility can often be expressed by printing a picture of plant or offices on the letterhead.



IT IDENTIFIES AGE AND RESPONSIBILITY
If your company is long established, the founding date printed on your letterhead has important institutional value.

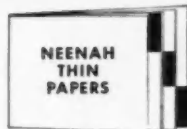
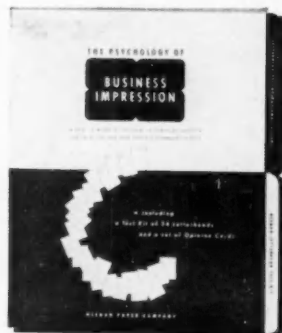
The basic types of institutional letterheads are shown, with type and production specifications, in the Neenah Test Kit of 24 basic letterhead treatments enclosed in the portfolio, *The Psychology of Business Impression*. This portfolio has been read by thousands of business and professional men throughout America who have registered their letterhead preferences in the Neenah Letterhead Test. You are invited to write for a free copy of this portfolio. Simply check the coupon below, sign your name, and attach to your letterhead.

COURTESY COUPON

- ☐ *The Psychology of Business Impression, Letterhead Test Kit, and Opinion Cards.*
- ☐ *3 Keys to selection and use of Neenah Thin Papers, a portfolio of samples with ideas for effective use of thin papers.*

SIGNATURE _____

NEENAH PAPER COMPANY, Neenah, Wisconsin



CANADIAN

Rated Business Firms

A list of carefully selected businesses in Canada arranged by provinces and divided into two financial groups.

Group 1 includes those firms with a financial strength from \$35,000 to over a million dollars.

TOTAL 9600 \$15 per M

Group 2 includes those firms with a financial strength from \$5,000 to to \$35,000.

TOTAL 37,000 \$15 per M



CREATIVE MAILING SERVICE, INC.

460 NORTH MAIN STREET • FREEPORT, NEW YORK — Freeport 9-2431 • 9-2432

ADDRESSING • MAILING • STENCIL CUTTING • MAILING LISTS

ever possible, a note is given on the political background or story behind a metal situation such as the effect of the Churchill-Truman agreement on the price of Malayan tin, or the tie-up between a strike in Chile and the availability of copper in Canada. We have found, incidentally, that "the price of steel" need by no means be a dull story.

The letters which accompany the Newsletter are personally addressed to each customer. They are designed to add a note of warmth to the mailings, and they either deal with an aspect of company sales policy, or expand one of the items in the Newsletter.

What has surprised and delighted all of us is the extraordinary response these mailings have produced. The objective of the campaign is purely and simply to build goodwill, and we did not set out to produce tangible results. After the first mailing however, numbers of customers telephoned or wrote, asking for additional copies of the Newsletter, so that they could distribute them to their customers and salesmen.

The financial editors of several Canadian newspapers are on the mailing list, and at least one that we know of regularly reprints excerpts from the Newsletter on his pages. Quite a few financial and business consultants have also asked to be put on the list, and they too reprint portions for their clients.

A. C. Leslie offices across Canada report a keen interest in the mailings among their customers and we have been told of two or three firms who use our information as an aid in formulating their month-to-month buying policy.

Needless to say, these concrete results are most gratifying, both to A. C. Leslie and to us. You and all the other direct mail experts who have been boosting the use of direct mail in times of short supply are certainly right—it works just fine.

Sincerely,

DIRECT ADVERTISING
COMPANY

(Signed) Joseph Heillig,

MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Motives" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER
2125 E. 9th St. Cleveland 15, Ohio

● REACTIVATING CHARGE CUSTOMERS

By Trayton H. Davis, Milwaukee, Wis.

"PENNIES BRING PROFITS—
Lytton's, a Chicago clothing store, sent 30,000 charge accounts 'a penny for their thoughts' on why they were not buying. Results: 1,000 complaints, 13,000 reactivated accounts, \$441,808 in sales." (from Quick)

When the four lines above appeared in QUICK Magazine, they started letters and telephone calls coming from retail stores and manufacturers all over the country.

The manager for a national chain on the West Coast long-distanced from San Francisco. A department store in New Jersey wired urgently concerning this program. Retail stores of every category wrote for details.

Yes, the results are true. Every dollar of them. But *more than luck* went into the job of getting them. It took research, tested procedures and aggressive management by the president of the store—to do the job.

If it is true that, "Success can be had, by the alert and the aggressive"—then Lytton's deserved their success.

Here is how the job was started, the campaign conducted, the cash register rung:

Perhaps you know that Mr. Willard Cole is President of Lytton's—one of the old-time established apparel stores of State Street, Chicago and Oak Park—a monument of successful operation over several generations. One day Mr. Cole phoned me. He said, "Have lunch with me, Mr. Davis. I'll fly up to Milwaukee. I'll bring my secretary with me. Meet me in an hour at Maitland field."

Naturally I was there when his plane appeared as a spot in the sky, circled the field and made a landing.

Mr. Cole, his secretary and I lunched at the Athletic Club and by three o'clock Mr. Cole was flying back and had given us instructions for a mail program to his inactive charge accounts.

Before we could do an effective piece of planning, we had to know

a lot of facts. You see, Mr. Cole had told us that they had some customers who had not been buying from them for 1, 2, 3, 4 and 5 years. This is common enough in all stores, but since Lytton's is one of the fine old established stores on State Street we wondered why this group of charge customers had become inactive and what would bring them back to buy again!

To obtain this information we conducted an exhaustive preliminary analysis by personal interview, by mail and by conference with store management.

Soon answers to questionnaires started coming in and shortly by combining all the facts we felt we had the answer. We knew on the evidence of the inactive customers themselves what the weaknesses of the store were in the eyes of these customers. Even more important, we knew what the strong points of the store were. We knew which competitors were drawing the trade away and we had the key to the plan to stop it.

It was not difficult for us to then recommend certain procedures, which we knew were effective with retail stores, and which now could be tailored into the Lytton picture to do the job.



Built on the information that had been obtained in the Preliminary Analysis, our agency developed a series of letters which went to some 30,000 inactive charge accounts of the Lytton store. The first of these letters simply offered "A Penny for four Thoughts" and asked people why they were not buying. At once replies poured in from customers. A pile three feet high was stacked next to the credit manager's desk. In final count, 9,579 responses came back.

Of these 4,142 replied favorably; 3,539 replied without comment; 900 were address changes, deaths, etc.; with the remainder referring to dissatisfactions with the treatment by the sales personnel or other criticisms not as serious.

Mr. Willard Cole followed through on the complaints through his sales departments, seeing that every single complaint was handled and adjustments made in any case wherever possible. In addition, the criticism of the inactive customer was taken up with the department manager involved, facts were ascertained and wherever possible an underlying condition was improved.

Then the campaign proceeded on a monthly mailing basis for 15 months. During this time 12,751 of these dormant accounts, where no purchase had been made in one to five years, were brought back into the fold. As soon as dormant accounts were brought to life by making a purchase, solicitation stopped and the purchaser was welcomed back and thanked by letter.

Since the total amount in sales attributable to this direct mail campaign was \$441,808 and Lytton's does currently about eighteen million dollars, they give it credit for the excellent sales which they enjoyed at a time

Trayton H. Davis. . .

Reporter's Note: Here is another valuable addition to the record of case histories on winning back lost customers by direct mail. No need for explaining the article . . . as Trayton Davis makes his story clear, after being asked by The Reporter for "more details." Trayton is President of Trayton H. Davis and Associates, Inc., 1029 N. Jackson St., Milwaukee 2, Wisconsin. Like many others in the direct mail counseling field, he started in the lettershop business . . . then branched out. In 1941-1942 he was President of the Mail Advertising Service Association, International. His story should inspire others to go after the biggest dormant asset in any business . . . the customer who has been forgotten.

when many apparel stores were running behind.

For our agency the pay-off came when the story was printed in the NEW YORK JOURNAL OF COMMERCE and QUICK under the heading "A Penny for Your Thoughts Worth \$441,808".

Since these stories appeared, a new cycle has started. Again letters are at work. Our letters are going to these stores—their letters are coming to us, appointments are being made, surveys will be undertaken and soon thousands of letters will be going to their customers and, we hope, hundreds of thousands of dollars in retail sales for our client will result.

REVIVING INACTIVE SAVING ACCOUNTS

A packet of Zinnia Seeds was attached to center of form letter recently mailed by Liberty Federal Savings and Loan Association, 202-04 North Broad St., Philadelphia 2, Pa., to accounts inactive two years or longer.

Here's the copy.

Name Filled In

Why are these Seeds like your Savings Account? They are Dormant!

You planted your seed when you opened your Savings Account—which at the time—you may have hoped would grow into a substantial amount. Your Savings Account at LIBERTY FEDERAL has not grown for over 2 years. Although we have added dividends (current rate 2 1/2%), no effort

was made on your part to help it grow by watering it with additional savings.

LET'S TRY THIS!

Plant these Zinnia Seeds. As they grow, they will be a reminder to keep your account alive and growing.

To encourage growth we have reserved a 50th Anniversary souvenir for you with our Receptionist Harriet Fox. Ask for it when you come in.

(Signed) C. S. Cheladen.

Results according to reports were excellent. Within a few days, two \$5,000 additions were made, plus several \$2,000 and \$3,000, and many in smaller amounts. Follow ups being mailed at three week intervals to those who do not respond.

This seems to be seed-packet gadget month. The Precision Equipment Co., 3714 N. Milwaukee Ave., Chicago 41, Illinois attached a packet of forget-me-not seeds to dramatize the knock-down features of its equipment. Instead of a bouquet of flowers to customers . . . a knocked down version to grow in the garden.

Alfred Lewis, manager of Hotel Taft, 7th Ave. at 50th St., New York 10, N.Y. used a packet of turnip seeds to travel agents . . . with a humorous "illuminated" letter with vegetable sketches to punch the points such as this paragraph.

Now is the time to plant the seeds for summer business. Don't turnip your nose at hotel commissions . . . they can multiply into plenty of rabbits. That's why agents who know their business make it a practice to recommend THE TAFT to group-ups and their groups. You can't beat THE TAFT for value, for cooperation, for convenience . . . it's the best hotelstead your passengers ever meet . . .

WHAT'S THIS DEPARTMENT?

One of our readers received a form letter from the George Washington Life Insurance Company of Charleston, West Virginia. He doesn't know exactly how he got it in his mail . . . but across the carrying envelope was printed in simulated handwriting "This envelope has been delivered to you by an authorized Personal Messenger". No address. Probably delivered by private contractor. Maybe the savings in postage are worthwhile, but we certainly object vociferously to the lead of the letter. It's an old chestnut which we criticized at least ten years ago. At that time, it was being used by another Insurance Company in another city. Read the copy . . . and see if it makes sense.

Dear Friend:

You and your family are invited to ap-

McCALLUM SOCIETY BRAND

CUSTOM CRAFT GOS


SACONY "BOTANY 500"

TOWNLEY ARROW

BRICCA DORBS

ED MOE BOSTONIAN

SEASON SKIPPER STETSON




Our Stores are Filled with Famous-Name Clothes to Help You Look Your Best on Easter Sunday, March 25th!

Yes, just as famous as the Master Bunny himself are the famous-name clothes now filling our stores! And this is your personal invitation to make some of them YOURS!

We have them all, the most reputable and fashion-wise brands in America -- now in fullest selection for your Easter choosing. And YOU have the buying convenience of your Lytton Charge Account, good in all five Lytton stores.

Stop in at your nearest Lytton store NOW for best choice of the new, spring fashions. Just say, "Charge it," and they are YOURS!

Cordially yours,
Allen J. Lytton
 Credit Manager

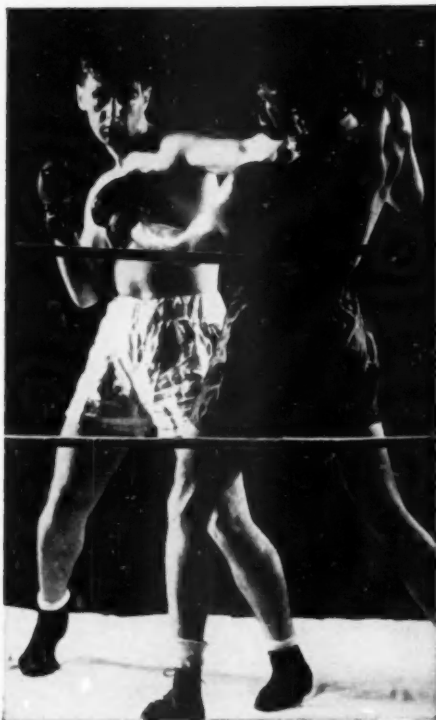


Lytton's *Henry C. Lytton & Company*, 222 SOUTH STATE STREET • CHICAGO 4, ILLINOIS

Stores in CHICAGO, EVANSTON, OAK PARK, GARY and JOLIST

Clothing for all the family

One of the letters in the Lytton campaign. Lithographed on Monarch size stationery. Store logotype and captions in green; bunny illustration in brown; copy in black; signature in blue.



"One - Two Punch"

You can "feel" the sales punch in Cupples-Hesse embossed envelopes. Your sense of touch tells you—"This envelope is different." Your firm name, on an embossed envelope, earns added respect and prestige. Embossing—that's the "one" punch.

Color—that's the "two" punch. It has been proven over and over again, that color, properly used, increases direct-mail returns.

Color-Embossed envelopes give your mailing a "one-two punch" that is real direct-mail dynamite; a sales wallop that will turn a logical contender into a champion.

For mailing envelopes that invite your prospects inside, for reply envelopes that bring back the orders, employ the knock-out combination of embossing and color. Write today for samples.

Cupples-Hesse Corporation

4174 N. KINGSHIGHWAY BLVD., SAINT LOUIS 15, MO.



*for the man with
his eye on the gauge
... PROFIT*

From his protected position on this Seybold Automatic Spacer, the operator speeds through pile after pile of clean-cut paper, accurate to a fraction of an inch. He sets the stops once; thereafter every cut is automatically gauged, precisely trimmed . . . saving extra jogging and setting. That's what we mean by profit to the operator.

Cutter owners and their customers also profit from Seybold machines. Dependable production of accurate work at higher speed means satisfaction all down the line. Learn the story of Seybold Spacers. Write today.

HARRIS-SEYBOLD COMPANY CLEVELAND 5, OHIO

*Fine graphic arts equipment
for everybody's profit*

No. 3 of a series

CLEVELAND
DETROIT
BIRMINGHAM

THE REPLY-O-LETTER

150 W. 22nd St., N.Y. 11, N.Y.

NEW YORK
BOSTON
CHICAGO

YES...
I would

J. J. Kent
1234 River Rd.
Hometown, U. S. A.

Mail order men know how hard it is to make a low price book offer pay out Here's what Sam Meyerson of

SIMON & SCHUSTER, Inc.

says about his REPLY-O LETTER mailings on J K Lasser's YOUR INCOME TAX, price \$1.50 per copy

"We received 7% to 8% with REPLY-O LETTER on outside lists To our own house lists, the figures far exceeded our expectations"

In mail order, or getting inquiries, or anything that requires an answer, leaders in nearly all fields use REPLY-O LETTERS

Their immediate aims may differ Techniques, too But leading advertisers like Remington Rand, Air Reduction, Harper's Magazine, New York Life have all turned to REPLY-O LETTER for results

We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

The Reply-O Letter

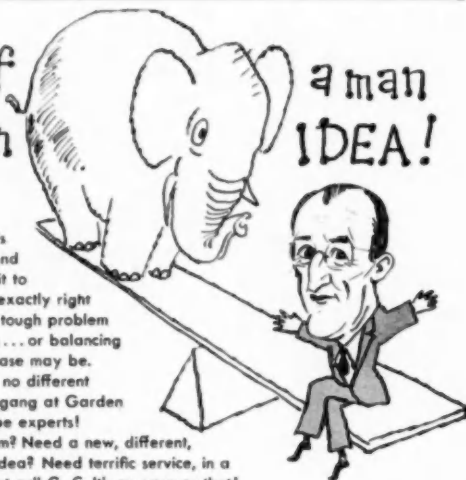
THE
REPLY
CARD
(or envelope)
IS
"IN"
THE LETTER

Phone
nearest sales
office—or write
REPLY-O-LETTER
150 W. 22nd St.
N.Y. 11, N.Y.

Picture of
with an

a man
IDEA!

Pretty clever lad, that Jurgenson. (That's him on the southeast end of the see-saw). Leave it to him to come up with the exactly right idea that can make a tough problem easy as fallin' off a log... or balancing an elephant, as the case may be. Even at that, "Jurg" is no different than the rest of the gang at Garden City. They're all envelope experts! Got a tough problem? Need a new, different, off-the-beaten-path idea? Need terrific service, in a terrific hurry? Just call G. C. It's as easy as that!



SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

CORRESPONDENCE & SOCIAL
POSTAGE SAYER & WINDOW
AIR MAIL & BUSINESS REPLY
SPECIAL RETURNS

REMITTANCE
OPEN SIDE BOOKLET
OPEN END CATALOG
OFFICE USES & MAILING

These are but a few of the many envelope and envelope products available to you.



GARDEN CITY ENVELOPE COMPANY

3001 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE CORNELIA 7-3600

ply this month for information about joining the sensational, new George Washington Hospital Plan. And here's a strange fact... although most people realize that one person in every two families will be rushed to a hospital this year, of every 50 persons who get this letter, we know (from earlier mailings) that:

- 35 will not read any of it...
- 11 will read part and throw away...
- 3 will put the card aside, expecting to mail it later...
- 1 will actually mail it back to us.

As we said ten years ago... how in heck does any statistician know that 70% of the people receiving any specific letter *will not read it*; or that 22% will read only part. The figures are not true. They shouldn't be used as a direct mail gimmick. This "stunt" should be buried forever.

SPOT TARGET DIRECT MAIL

Reporter's Note: Here is the first "come-back" to our May article deploring the sameness and dullness of most current promotional mailings. Larry Brettnor swears to high heaven that his 44% return is true. At any rate, we think selective selling is worth trying. Larry, in case you don't know, deserted New York last year to become Circulation Promotion Manager of American Aviation Publications, 1025 Vermont Ave., N.W., Washington 5, D.C. Do any others have similar case histories to report?

Cheer up Henry Hoke, and all the other mailers (mass and otherwise) who agree with Henry's glum-but-true blast "What's Eating You" editorial which appeared in the May REPORTER.

Here is a brief report of one mailing that was planned and mailed some months ago. It confirms the fact that we should "clean up the current crop of high pressure promotional direct mail which has sure gone to seed"—in order to boost returns.

The mailing consisted of an automatically typed letter (carbon copy made at same time for follow-up later on), multilithed 8 1/2 x 11" enclosure and an airmail reply envelope. The mailing was sent airmail. A total of 154 pieces were sent out.

The pitch was simple, sincere and friendly. The specialized approach can be adapted to mass mailings as well. The letter tied in with the visit of a representative to two of our prospects with branch offices all over the country. It began: "Did you hear what happened when American Aviation's—visited your main office in—? While he was there, a large number of your personnel wanted to hear about American Aviation. We got an okay from your headquarters to go ahead..." The letter then pointed out that it was "satisfying to see so many of your

folks get in under this plan to keep posted on all the important doings in the aviation business." The rates were mentioned, briefly, and we said "A partial list of personnel in your company already taking American Aviation is enclosed. Just add names, addresses, titles of your men who want to get in under the plan to this list." "Let's have the pleasure of adding your staff as regular American Aviation readers real soon."

The circular contained reproductions of original individual signatures and addresses of buyers, a repeat of rates and spaces for additional names to the list. Out of the 154 mailed 68 orders were received or 44.1%. Naturally the cost per net order was very very low.

Similar spot targeted mailings have also paid their way and the time taken to "specialize 'em" is worthwhile. Returns averaging 10% or better are not uncommon and this is rather unusual for a business publication using direct mail.

Other mailers could take the hint and not only change format but study approaches that will get away from the high pressure tactics and stereotypes now being dumped into the mails in promiscuous batches. Mr. and Mrs. Buyer are far from dumb. They'll continue to give more and more direct mail that deadily drop into the basket . . . until something is done.

PUFF, PUFF, PUFF

Press releases are . . . direct mail. We've mentioned the subject many times and will continue to do so as long as press releases remain dull and boring. Most are just that. Most seem to be copied from the same antiquated textbooks. Here's one from the current crop which dutifully follows the formula:

The period from October 16 to 25 has been designated as National Macaroni Week for 1952, according to an announcement from Robert M. Green, secretary of the Institute. As in previous years, Macaroni Week will cover a 10-day period to provide two shopping week-ends for the promotion, Green explained.

Green called upon producers of other foods which combine well with the various macaroni products to start making plans now to gear their own advertising and

"ADAGE MAILERS" PAY!

**New! Effective!
Low Cost!**
Write for FREE
sample and price.

Now you can make monthly contact with all your customers and prospects for as little as 2¢ each. Postal card size ADAGE MAILERS get old under glass tops of desks and hang on office walls, tell you and your product to prospects and customers every day of the year.

ADAGE COMPANY
100 N. 10th, Waco, Tex.

The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY
A Combination 3 in One

ENVELOPE, SMALL JOB and IMPRINTING PRESS

6500 per hour with quality and register. Flat bed and cylinder construction. Continuous feed and extension delivery.

ENVELOPE PRINTING

Coin, pay, drug, commercial, etc.

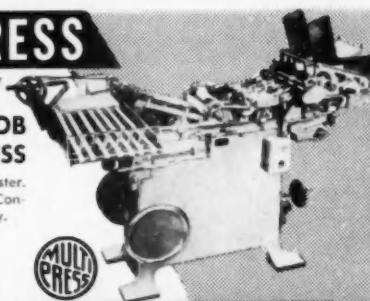
IMPRINTING

Advertising literature, labels, catalogs, cartons, etc.

JOB PRINTING

From No. 27 business card to letter-head size.

Particulars sent on request



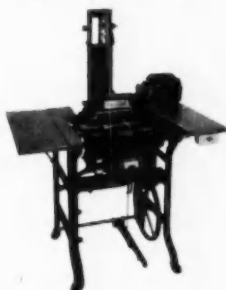
B. VERNER & CO., INC.

52 DUANE STREET - NEW YORK 7, N. Y.

it's smart business

to be **Thrifty**

Yes, it's smart business to know where to get the best value for every penny spent. That's why so many smart businessmen purchase rebuilt direct mail equipment from Addressing Machine & Equipment Co. They know they will get a machine that is guaranteed to be the equal of new in appearance and performance . . . and save hundreds of dollars too!



ADDRESSOGRAPH

Model 2200 \$275

Electrically operated. Ten times faster than fast typist. Addresses envelopes, cards, circulars at speeds up to 1500 impressions per hour. Takes full tray of plates at a time.

ALSO: Savings on all models of Addressograph machines, Graphotype and Speedamat equipment, Addressograph Frames and Cabinets, Postage Meters and Sealing Machines.

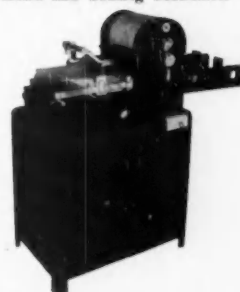
MIMEOGRAPH

Model 92 \$425

Fully automatic machine that's easy-to-operate. Takes postcards to 8 1/2"x14" sheets. Accurate registration. Automatic inking. Finished in "Hammerstone" Grey.

Also Available at Low Prices:

All model Mimeographs, Elliott Addressers, and new and used Ditto Duplicators.



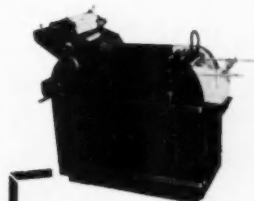
MODEL 1250 MULTILITH

10x14, streamlined model, complete with "extras." Speeds up to 6000 sheets per hour. Completely rebuilt — fully guaranteed.

\$1695

Model 2066 Multilith with Streamlined Feed \$2450
Model 1327 Multilith with Streamlined Feed \$1550

NOTE: We pay top cash prices for all types of office machines and direct mail equipment.



Addressing Machine & Equipment Co.

326 Broadway, New York 7, N. Y.

HA 2-6700

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 53½ Hilton Ave., Garden City, N.Y.

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

Envelopes, postals, addressed, type-writing, advertising stuffed, sealed, stamped and mailed, reasonable rates. Central Advertising Service, 1824 Cambridge Ave., Sheboygan 3, Wis.

ADDRESSING — TRADE

M. Victor—Addressing for the Trade
Rapid Service - Unlimited Quantity
Large Staff of Expert Typists
130 Flatbush Ave. Brooklyn 17, N.Y.
Sterling 9-8003

ADDRESSOGRAPH PLATES

Speedumat plates embossed, three-line, on genuine Addressograph Alloy. \$30 per thousand complete. Write for quantity discount.

Advertisers Addressing System
706 Chestnut St. St. Louis 1, Mo.

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling mail order, agent ads.
We show you how.
Martin Advertising Agency
15P E. 40th Street, New York 16, N.Y.

FOR SALE

Model 479 Multigraph double width drum, printing ink attachment, suction feed. Rough complete. Bargain price \$550.00. Mailers, 40 West 15th Street, New York 11, New York.

DO YOU MAIL TO SHORT LISTS?

You can afford better styling, better copy even on small-scale direct mail efforts when you get big-league help from Ad Scribe, North Canton, Ohio. Write for work-by-mail Folio No. 76.

MAILING MACHINES

Hand and Electric Addressographs. Graphotype Models 6340 and 6280. **BARGAINS ON ADDRESSOGRAPH TRAYS.** Elliott addressing machines, Models 800-1500 & 3000, 27-53 drawer cabinets. **SAVER & WALLINGFORD**, 147 West Broadway, New York 13, New York. WOrth 4-0520.

OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. **A. A. ARCHBOLD**, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

SALES HELP WANTED — MALE

Thoroughly familiar with automatic typewriter field. Experience in copy analysis and applications. An opportunity for branch office selling and management Middle Atlantic area. \$300 monthly salary plus percentage profit plan/or \$400 monthly draw vs 20% billing. Box 21 The Reporter, Garden City, New York.

WANTED

We will pay top cash prices for all models of MAILOMETERS, ADDRESSOGRAPH, GRAPHOTYPE, SPEEDAUMAT, MULTILITH and DAVIDSON machines . . . and other direct mail equipment. Write listing make, model and serial number or call today!

Addressing Machine & Equipment Co.
326 Broadway • New York 7
HA 2-6700

HELP WANTED

OPPORTUNITY FOR CREATIVE DIRECT MAIL MAN

Well established Direct Mail organization seeking experienced, capable man to assume substantial responsibilities in creating and selling direct mail programs. Complete facilities and organization to back up his efforts.

Executive status and managerial responsibility involved, with opportunity for an impressive and secure future. This job calls for a fairly seasoned man ready to make his last job change. Location in medium size Ohio city. Write Box 22, The Reporter, Garden City, New York.

Sales Opportunity . . . in New York to operate Auto-Typist department of good sized lettershop on percentage basis. Must be a sales builder. Have good contacts. Box 23, The Reporter, Garden City, N. Y.

merchandising activities for the October 16 to 25 period to the Macaroni Week theme.

He pointed out that macaroni manufacturers in all section of the country will expand their own advertising and promotional efforts prior to and during the Week with the certain result of increased sales of macaroni, spaghetti and egg noodles.

"The macaroni products never are eaten alone," Green said. "Every macaroni sale will mean the additional sale of one or more of the foods which combine with the macaroni products. Producers of those other foods can boost their own sales by tying in with the Macaroni Week promotion."

Recalling the success of previous Macaroni Weeks in 1950 and 1951, Green said that all active participants in the event—both macaroni manufacturers and producers of other food items—enjoyed sales increases ranging from two to as high as 26 per cent prior to and during the promotion period.

He predicted that this year's Macaroni Week would produce even greater results for those who take full advantage of the occasion because of the steadily increasing popularity of the macaroni products with American consumers.

Well . . . at least we know what Mr. Green said, recalls, pointed-out, called-upon, explained, predicted, etc. . . as he is mentioned seven times in six paragraphs.

Surely there must be some better formula for putting life and humaneness into press releases. Try reading a hundred or more examples like the one given here: you'll find it difficult to get excited or enthused about anything. Including macaroni.

MISCELLANEOUS INFORMATION

*Cuccu, cuccu, well sings the cuccu:
Ne swike thu never nu;
Sing, cuccu, nu, sing cuccu,
Sing cuccu, sing cuccu, nu!*

We wondered what was wrong with our eyes when we read the above wordage, prominently displayed in the Finast Record, h.m. of First National Stores, Inc. 5 Middlesex Ave., Somerville, Mass. But then we found this explanation, which some other editor or direct mail letter writer might adapt as gimmick: The lines are one of three verses of the earliest poem (1250 A.D.) known in English literature; and barely English at that! They celebrate Spring and the song of the cuckoo, a bird noted for the habit of laying its eggs in a nest some other birds worked hard to build. Anyway, this unknown poet of 702 years ago felt Springtime; and he did as humans have done from the beginning of time, he wrote poetry out of his feelings, telling the Cuccu never to stop singing.

LISTS

that sell more, faster

Industrial List Bureau
45 Astor Place, New York 3, N.Y.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING

Archer Business Services.....5054 1/2 Archer Ave., Chicago 32, Ill.
Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.
Creative Mailing Service.....460 No. Main St., Freeport, N.Y.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
Star Typing Service.....45-21-162nd St., Flushing, N.Y.

ADDRESSING MACHINES

Saver & Wallingford.....147 West Broadway, New York 13, N.Y.

ADDRESSING - TRADE

Shapins Typing Service.....68-11 Roosevelt Ave., Woodside, N.Y.
M. Victor.....130 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCIES

Buckley Institute.....Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
Martin Advertising Agency.....15PA East 40th St., New York 16, N.Y.

ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw-Hill Pub. Co., Inc.-Sales Service, 330 W. 42nd St. N.Y. 36, N.Y.

ADVERTISING ART

John Guthrie.....1345 Green Court, NW., Washington 5, D.C.
Raymond Lufkin.....116 West Clinton Ave., Tenafly, N.J.
Trapkus Art Studio.....349 Tenth St., Moline, Illinois

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co.....610 N. Carpenter St., Chicago 22, Ill.
Robotyper Corporation.....125 Allen Street, Hendersonville, No. Car.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.....11 Stone St., New York 4, N.Y.
Arrow Letters Corp.....307 West 38th St., New York 18, N.Y.
M. E. Githam.....140 East 45th St., New York 17, N.Y.

BOOKS

Horen Engraving Company.....44 West 28th St., New York 1, N.Y.

BUSINESS CARD SERVICE

R. O. H. Hill, Inc.....270 R Lafayette Street, New York 12, N.Y.

COLLATING MACHINE

Thomas Mechanical Collators.....30 Church Street, New York, N.Y.

COPYWRITERS (Free Lance)

Leo P. Boff, Jr.....64 E. Jackson Blvd., Chicago 4, Ill.
O'Neill E. Reed.....First National Bank Bldg., Howell, Michigan
Hal G. Varmes.....15 Washington Place, New York 3, N.Y.
John Yeargain.....442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Homer J. Buckley.....57 East Jackson Blvd., Chicago 4, Ill.
Frederick E. Gymer.....2123 East 9th St., Cleveland 15, Ohio
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
Lee Letter Service.....20 East 20th St., New York 10, N.Y.
Mailgraph Co., Inc.....39 Water Street, New York 4, N.Y.
Proper Press.....129 Lafayette Street, New York 13, N.Y.
Reply-O-Products Company.....150 West 22nd St., New York 11, N.Y.
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.
Carl G. Vianot, Inc.....134 Summer St., Boston 10, Mass.
Phillip J. Wallach Company.....220 Fifth Ave., New York 1, N.Y.

DIRECT MAIL EQUIPMENT

The Adamm Company.....250 Third Avenue, New York 10, N.Y.
Addressing Machine & Equipment Co.....326 Broadway, New York 7, N.Y.
Pengad Co.....Pengad Bldg., Bayonne, N.J.

ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.

ENVELOPES

The American Paper Products Co.....East Liverpool, Ohio
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.
Boston Envelope Co.....397 High St., Dedham, Mass.
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N.Y.
Curtis, 1000, Inc.....Capitol Avenue & Flower St., Hartford 6, Conn.
Direct Mail Envelope Co.....15 West 20th St., New York, N.Y.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
General Envelope Company.....23 South St., Box 654, Boston 2, Mass.
The Gray Envelope Mfg. Co., Inc.....55-33rd St., Brooklyn 32, N.Y.
Heco Envelope Company.....4500 Cortland St., Chicago 39, Ill.
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co.....641-643 Atlantic Ave., Boston 10, Mass.
The Standard Envelope Mfg. Co.....1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation.....522 Fifth Avenue, New York 36, N.Y.
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation.....5001 Southwest Ave., St. Louis 10, Mo.
Tension Envelope Corporation.....123-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation.....1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N.Y.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N.Y.
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

HOUSE ORGANS

The William Feather Co.....812 Huron Road, Cleveland 15, Ohio

IMPRINTERS - SALES LITERATURE

L. P. MacAdams, Inc.....301 John St., Bridgeport, Conn.

LABEL PASTERS

Potdevin Machine Company.....1281 38th St., Brooklyn 18, N.Y.

LABELS

Penny Label Company.....9 Murray St., New York 7, N.Y.

LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N.Y.

LETTERHEADS

R. O. H. Hill, Inc.....270 R Lafayette Street, New York 12, N.Y.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company.....Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Benart Mail Sales Service, Inc.....228 East 45th St., New York 17, N.Y.
Century Letter Co., Inc.....48 East 21st St., New York 10, N.Y.
Codd Advertising Service.....607 East Van Buren, Phoenix, Ariz.
A. W. Dicks & Co.....386 Victoria St., Toronto 2, Ont., Can.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
Lee Letter Service.....20 East 20th St., New York 10, N.Y.
The Letter Shop.....214 Mission St., San Francisco 5, Cal.
Long Island Letter Service.....212 Front Street, Mineola, N.Y.
Mailgraph Co., Inc.....39 Water St., New York 4, N.Y.
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company.....216 West Jackson Blvd., Chicago 6, Ill.
Woodington Mail Adv. Service.....10 Arch St., Philadelphia 7, Pa.

MAILING LISTS - Brokers

* Archer Mailing List Service.....140 West 55th St., New York 19, N.Y.
* George R. Bryant Co., Inc.....595 Madison Ave., New York 22, N.Y.
The Clarkson Co.....730 Jefferson St., Wausau, Wis.
Walter Drey, Inc.....257 Fourth Ave., New York 10, N.Y.
* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
* Guild Company.....160 Engle Street, Englewood, New Jersey
* Mailings Incorporated.....25 West 45th St., New York 19, N.Y.
* Mosely Mail Order List Service.....38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc.....352 Fourth Ave., New York 10, N.Y.
* D. L. Natwick.....932 Broadway, New York 10, N.Y.
* James E. True Associates.....419 4th Ave., New York 16, N.Y.
* Members - National Council of Mailing List Brokers

MAILING LISTS - Compilers & Owners

Allied Agencies.....P.O. Box 1149, Knoxville, Tenn.
Associated Advertising Service.....19131, Sixteenth St., Port Huron, Mich.
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.
Creative Mailing Service.....460 No. Main St., Freeport, New York
Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.
Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.
Industrial List Bureau.....420 Astor Place, New York, N.Y.
Jewish Statistical Bureau.....35 Bowway, New York 7, N.Y.
The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
Mail-Ad Co.....6238 Wilshire Blvd., Los Angeles 48, Calif.
Market Compilation & Research.....11814 Ventura Blvd., N. Hollywood, Cal.
Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
R. L. Rashmir.....3123 LaSovida Drive, Hollywood 28, Calif.

MATCHED STATIONERY

Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

PAPER MANUFACTURERS

W. C. Hamilton & Sons.....Miquon, Pa.
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N.Y.
McLaurin-Jones Paper Co.....Brookfield, Mass.
Mead Sales Company.....819 Public Ledger Bldg., Philadelphia 6, Pa.
Neenah Paper Company.....Neenah, Wisconsin
Nekoosa-Edwards Paper Co.....Port Edwards, Wis.
Rising Paper Co.....Housatonic, Mass.

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 4, N.Y.

PHOTO ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N.Y.

PHOTOGRAPHS

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

National Photo Reproduction.....New Hyde Park 3, New York

PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc.....Herb Hill Road, Glen Cove, N.Y.
A. B. Dick.....5700 W. Touhy Avenue, Chicago 31, Illinois
Remington Rand, Inc.....2 Main St., Bridgeport 1, Conn.

PRINTING EQUIPMENT

Davidson Corp.....1048 West Adams St., Chicago 2, Illinois
Harris-Seybold Co.....4510 East 71st St., Cleveland 5, Ohio
B. Vermer.....52 Duane St., New York, N.Y.

PRINTING - Letterpress

College Press.....South Lancaster, Massachusetts
Richmond Press.....23 South St. Box 654, Boston 2, Mass.

PRINTING - Offset Lithography

Bachman Reproduction Service.....259 East 43 Street, New York 17, N.Y.

PRINTING - Letterpress and Offset Lithography

Lutz & Sheinkman.....421 Hudson Street, New York 14, N.Y.
McCormick-Armstrong Co., Inc.....1501 One Douglas, Wichita 1, Kansas
Montclair Business Service.....One The Crescent, Montclair, N.J.
Paradise Printers and Publishers.....Paradise, Pennsylvania
Proper Press.....129 Lafayette Street, New York 13, N.Y.

SYNDICATED HOUSE MAGAZINES

Publications Digest.....130 West 42nd St., New York 18, N.Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....17 East 42nd St., New York 17, N.Y.

Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

TYING MACHINES

National Bundle Tyer.....Blissfield, Mich.

VITAMINS AND MINERALS

The Sommer & Son Co.....P.O. Box 398, Mt. Vernon, N.Y.

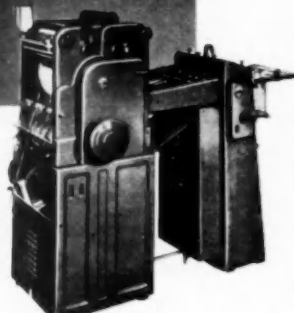
if

**YOU NEED
PRINTING
WITHOUT
WAITING**

Hundreds of printers who operate Davidson Duals can give you this fast, low cost service, too.

Davidson Dual

DAVIDSON CORPORATION
A Subsidiary of Mergenthaler Linotype Company
1048-60 West Adams St., Chicago 7, Illinois



... if you want to avoid costly delays in delivery of printed bulletins, announcements, price lists, advertising literature, office forms, letterheads, envelopes, and other printed matter

... if fast, efficient production of form letters, reports, sales bulletins, and other office duplicating is important

... if high quality and worthwhile savings are of interest to you

... you should get the facts about the Davidson Dual. Analysis of your printing purchases will quickly show whether you need this equipment. Want more details? Write today ... no obligation.

ASK US . . .

WHY we continuously get letter-shop work (mail processing) from the four corners of the country, even tho' we're way down here in the hills of Tennessee. Go ahead and ask us. We'll give you a brief and very interesting answer . . .

'Dan' Shone - ALLIED AGENCIES
1202 Bernard Street, KNOXVILLE, TENN.
Phone 4-3116

Price only \$2.00 postpaid.



Black & White, Benday & Color Process

GET THE FACTS ABOUT PHOTO-ENGRAVING!

Answers to hundreds of photo-engraving questions are available to you now, in 108 pages—lavishly illustrated in black and white, and color. Just drop us your check or money order in the next mail.

HORAN ENGRAVING COMPANY, INC.
44 WEST 28th STREET, NEW YORK 1, N. Y.
Telephone MU 9-8585 Branch Office: MAket 2-4171
"24 HOUR SERVICE"

Please send me (prepaid) . . . copies of your 108 page revised book, "The Art and Technique of Photo-Engraving". My check for \$. . . is enclosed.

NAME
STREET
CITY STATE

(Continued from page 11)

illustrated here while idly glancing through a copy of trade magazine, Feed-stuffs. Gave him an idea. Designed a clever 4 page folder describing how



"Sneedley" was dropped that bag 3700 lb. was in a truck run over it 12 times—was covered it for two weeks with 1000 lb. was made in the mess for two months—we gave it 500 tons at a cost of \$4,712.10. Now, Sneedley, you had it in your hands for 5 minutes and then happened—How did YOU do it? How DID you do it?"

Reprinted by permission of Yodanis.

PROTOSAKS door guards will protect against your "Sneedley." Back page showed Protosaks in actual use in a car unloading scene.

□ A NEW CREDIT PLAN has been inaugurated by the Franklin National Bank, Franklin Square, L. I. New York (with branches in Rockville Centre, Elmont, Farmingdale, Levittown). It may revolutionize banking and credit shopping. Banks all over the country are watching the Franklin experiment. Briefly: the bank supplies to each credit-worthy resident an identification card. The card holder can then buy on credit from any Long Island merchant who joins in the cooperative plan. The charged accounts are deposited in the bank . . . which then consolidates them into one monthly statement. The customer makes out one check to the bank to pay for all previous months purchases. Will relieve the stores of much bookkeeping and follow-up work. Will give the customers all the advantages of big store charge accounts without the fuss and bother of handling numerous statements. Should prove a bonanza for small merchants. After plan has been in operation for some time, Reporter hopes to give you a complete story on how direct mail is being tied-in. Possibilities are tremendous. Man to contact at Franklin for further information . . . William Green, in charge of Public Relations.

□ THE DINERS' CLUB, 358 Fifth Avenue, New York 1, N. Y., is expanding its scope. About 100,000 executives now carry Diners' Club Credit Cards which allow charge purchasing of meals in most of large centers of the country. Now they have added an Executive Gift Service to make purchasing of food and other mail order gift items easy. Just charge to Diners' Club credit number. A mail order development worth watching.

□ **CYCLE BILLING** of charge account customers is becoming standard practice in most large department stores. For a good booklet on systematizing the process... ask Remington-Rand, Inc., 315 Fourth Avenue, New York 10, N.Y. to send you latest 16 page, 8½" x 11" "Visible Cycle Billing."



□ **GLAMOROUS BOOKLETS** are very much in evidence in spite of the flood of mediocrity described in May Reporter (page 16). Those we liked especially this month were: (1) Growing With Our Customers. 10½" x 14", 28 pages. Super Service Motor Freight Co., Inc., Nashville, Tenn. (2) Inside Carrier—Golden Anniversary Issue. 5" x 13½", 32 pages. Carrier Corp., Syracuse, N.Y. (3) Pioneer Point Farm on the Eastern Shore of Maryland. 8½" x 11", 12 pages. Monumental Realty Co., Baltimore, Md. (4) The ABC of Surface Grinding. 5" x 7", 96 pages. Norton Co., Worcester 6, Mass. All superlative.



□ **IN APRIL REPORTER** we asked if there were other house magazines devoted exclusively and sent to stockholders. Ex-DMAA President, Duke Alexander, sends us specimens of the "Du Pont Stockholder" published four times a year by E. I. du Pont de Nemours & Co., Inc., Wilmington, Delaware. Excellent.



□ **DIRECT MAIL WON'T WORK** if you manhandle the follow-up. Myron Halpern of Montgomery & Co., Inc., 53 Park Place, New York 7, N.Y. sent us a well written letter he received from an artist offering a needed service. He returned the "see me" card. The artist showed up about two months later, at a time when Myron had stepped out for a moment. When Myron returned from the men's room... the artist had departed. Couldn't wait. No sale.



□ **HOW TO PREPARE CHRISTMAS** catalogs is the subject of an interesting 32 page, 6" x 9" booklet issued by Contempo Agency, Inc., 5 Columbus Circle, New York 19, N.Y. You can get a copy by asking Solomon Balsam for "The Key." Particularly interesting... an eight page section containing suggestions for preparation and production.



□ **SOMEBODY** is again inducing poor deluded people to go into the business of sending newspaper clippings to trade magazine and house magazine editors, with a demand for a \$5.00 payment



Pair off your well planned circular or letter with a Cupples "Personalized" envelope designed especially for it and you have a natural. Your envelope is the first thing your addressee sees. If he throws it away, unopened, your mailing is worthless.

You can overcome this problem by letting Cupples design your envelope. An arresting color scheme, an eye-catching design, handsome embossing can take your envelope out of the ordinary, and what is more important increase your returns.

You can't afford to waste money on your mailings. Cost saving ideas and methods that will increase your returns are available to you. Let Cupples show you how to get the most out of your advertising dollar.

Washington
Boston
Philadelphia

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York

per clipping. The stunt is evidently being sold as a "make money easily at home" project. It's a racket . . . and should be stopped.



□ **MERCHANDISING** calendars to dealers is a fairly standard procedure. This year, Bob Dolman of Cutter Laboratories, 4th and Parker, Berkeley 10, Calif., tried a new twist. Made the announcement with a simulated "newspaper clipping" attached to order card. Worked very well.



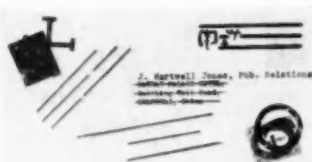
□ **QUICK** and The New York Times made much ado about Cosmetics and Toiletries (a Haire Publishing trade paper) being first magazine to be published with perfumed ink. Where's your research departments? The Reporter of Direct Mail Advertising published its February 1948 issue with perfumed ink supplied by Dow Chemical Company. Employees of our printer had to be supplied with personal notes from management to take home to their wives . . . explaining why the odor was so unremovable, but positively secured in line of duty.



□ **SEND A 3¢ STAMP** to Lewis Kleid of Mailings, Inc. 25 West 45th St., New York 19, N. Y., and ask him to send you copy of a letter written to him by John Lord of the Wall Street Journal . . . commenting on a "mistake" Lew made in one of his bulletins describing his constant search for virgin names. Several of our friends wanted us to reproduce the clever letter but it was just a little bit too spicy for the aplomb or something of the average Reporter reader. It's a collector's piece.



□ **THE NEW YORK LABOR DEPARTMENT** is trying to get employers of homeworking typists to provide unemployment insurance. Based on Corsi's order that home typing is industrial work. But that just confuses the issue all the more. Board of Standards and Appeals has not ruled on the petitions against the order. And how can you insure a temporary home typist against unemployment when the typist may only want to work during irregular periods? There seems to be no limit to bureaucratic bungling. If you want to see how silly this whole home typing controversy is . . . write to Bill Schultz of American Automatic Typewriter Company, 120 Greenwich St., New York and ask him to send you a reprint from March 1952 issue of Management Methods. A survey showing how difficult it is to get office typists (in some cities, practically impossible).

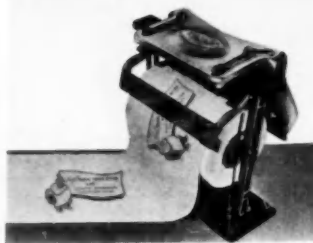


□ **EYE CATCHING IDEA** was developed by The Amsterdam Co., Amsterdam, New York to tie in with sales slant that you can search whole world for a better idea than offered in letter. A personalized envelope (as illustrated here) was enclosed in a carrying envelope which carried three different tipped on simulated foreign stamps . . . with forwarding corrections from "around the world." Well done.



□ **THE MECHANICAL AGE** is reaching into all advertising. Merchants and mail order shippers can now obtain a "Pul-Ad."

When you pull from dispenser a piece



of gummed tape for sealing, a device with rubber plate imprints your advertising message or slogan with immediate drying ink. Manufactured by J. J. Connolly, Inc., 457 West 40th Street, New York 18, N. Y.



□ **LUCKY YOU** is the title of the 1952 edition of the street and highway accident booklet issued annually (for 18 years now) by The Travelers Insurance Companies, Hartford Connecticut. As usual, the story is put across partly with cartoons . . . even though 1951 was the worst traffic accident year in all history. The booklet is sobering and definitely worth having in your library.



□ **WATCH OUT** for a rash of anti-semitism and other racial and religious mudslinging during the heat of political campaigns. Things were pretty bad in Florida (not so much by mail as by word-of-mouth). Mostly defaming Kefauver on the "negro problem." During the primary campaign in New Hampshire, voters received postal cards call-

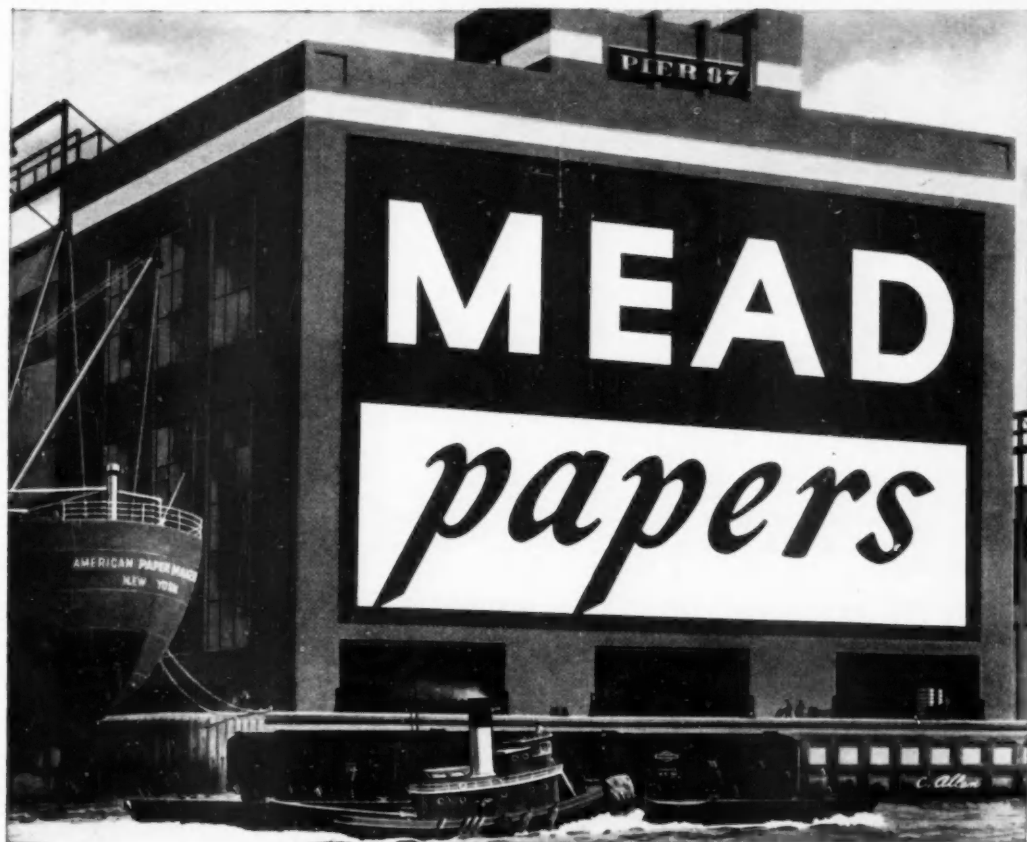
ing General Eisenhower the "kike's Ike" and claiming he forced white girls to entertain negroes in Africa and Europe. If you receive samples of undemocratic, defaming political direct mail . . . please send them to The Reporter. If you would like to get authentic background information on the present crop of hate-spreaders . . . buy and read the book called "Trouble Makers" by Arnold Forster and Benjamin R. Epstein, published by Doubleday. Price, \$3.50. Gives some startling case histories on the use of the mails for disruptive purposes.



□ **THE SUPREME COURT** recently upheld the right of Illinois to pass a "group libel" law prohibiting the publication, dissemination or display of any "lithograph, moving picture, play, drama, or sketch" that would expose citizens of any race, creed or color "to contempt, derision or obloquy." The court sustained the conviction of Joseph Beauharnais under that statute. Mr. Beauharnais was convicted of publishing and disseminating lithographs and other literature reflecting on the Negro race. He was fined \$200, the maximum under the statute. This may set a precedent which will eventually remove from the mails much of the defamatory and inflammatory material which has been objected to so strongly by this reporter. It's about time.



□ **POST OFFICE NOTES.** But also see page 22. The Post Office Department is still getting an editorial riding. Feature writers are describing the red-tape and slow-down of the service. The New York Daily News (May 15th) told about a New York Broker who is using carrier pigeons to show-up the Post Office. Another Security house has notified customers that in future securities will be shipped first class mail—not registered (insured by private concerns for replacement). That will cut down on postal revenue. Many examples are reaching us of dated offers or invitations arriving long after advertised date had passed. Complaints are reaching us that some postmasters are working a refined racket by sending form No. 3547 change of addresses cards when the addressee has only taken a P. O. Box . . . but still is at old address. One complaint cropping up is certainly not the fault of Post Office. You cannot use form No. 3547 for first class. Such pieces will be returned. Post Office is not allowed by law to furnish new addresses for purpose of catching skipping debtors. You can only use No. 3547 for correcting commercial mailing list. Incidentally . . . the 100 Million Club or someone should try to educate the public to return mis-addressed pieces when writing to an advertiser. Where lists are rented . . . advertiser can't make requested corrections unless original stencil is available. So many headaches these days.



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